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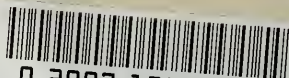
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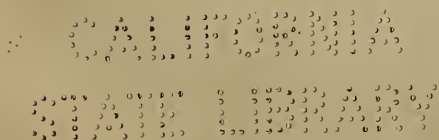
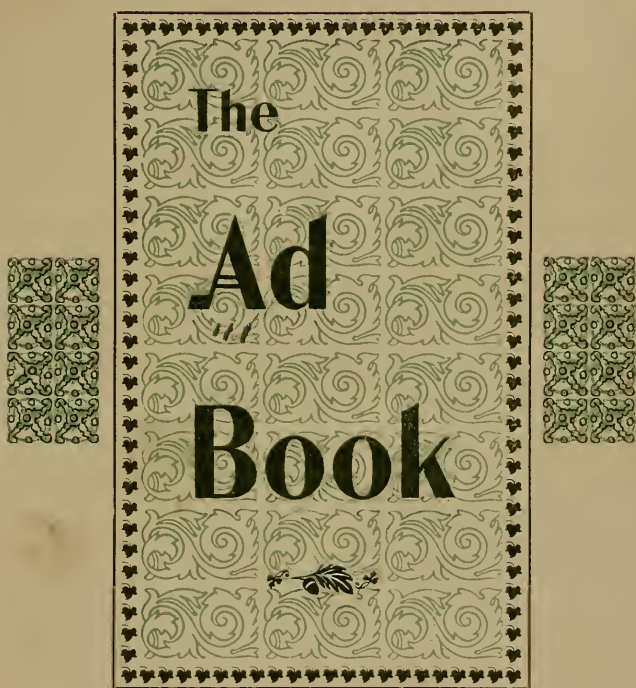
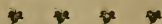
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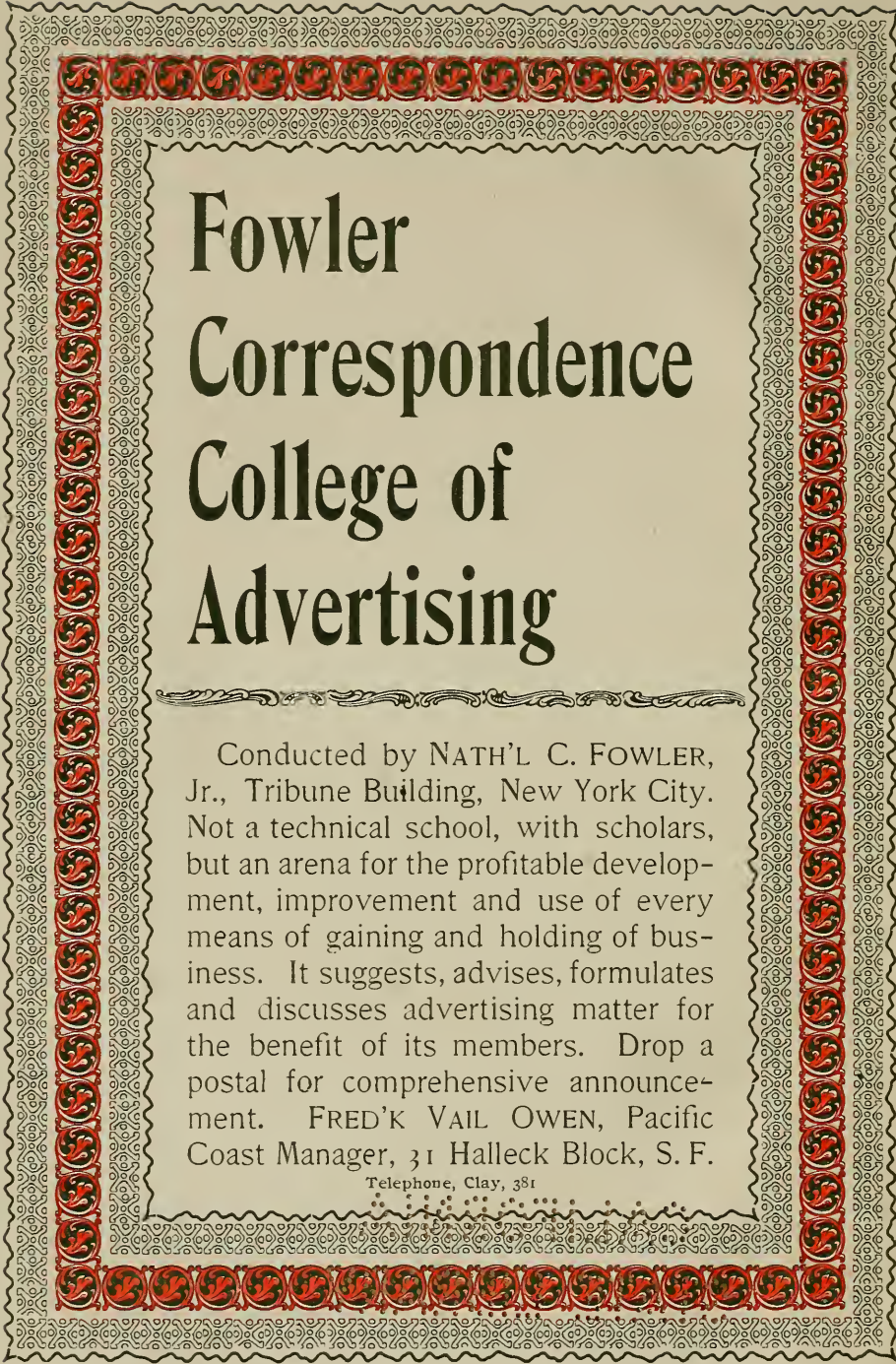




San Francisco,  
July, 1897



A Monthly  
Exposition of  
Modern Advertising



# Fowler Correspondence College of Advertising

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Conducted by NATH'L C. FOWLER, Jr., Tribune Building, New York City. Not a technical school, with scholars, but an arena for the profitable development, improvement and use of every means of gaining and holding of business. It suggests, advises, formulates and discusses advertising matter for the benefit of its members. Drop a postal for comprehensive announcement. FRED'K VAIL OWEN, Pacific Coast Manager, 31 Halleck Block, S. F.

Telephone, Clay, 381



VOLUME I

SAN FRANCISCO, JULY, 1897

NUMBER 1

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance.

#### ADVERTISING RATES:

On cover, \$50 a page; \$30 a half, \$20 a quarter.  
 Inside pages, \$25; half page, \$12; quarter page, \$7.  
 Less space, 20 cents a line, nonpareil; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

FRED'K VAIL OWEN, Editor  
 JOHN W. MILNES, Advertising Department  
 SAM'L E. WATSON, Manager

#### Publication Office, 320 Sansome Street

The AD BOOK is for progressive people—for the modern man of progressive methods. It aims to be of service to those who seek a better business through advertising. Let its pages tell whatever else there is to tell.

If you consider advertising an expense, the less you do of it the better.

The Santa Cruz Penny Press says: "Frequent changes in your ads will bring you good results. If you are too busy to prepare copy as often as you wish, we will write them for you."

The E. Katz Advertising Agency of New York City, which is a special representative of a large and select list of Pacific Coast papers, recently absorbed the Pacific States Advertising Bureau, and the San Francisco, North Pacific and Northern Newspaper Unions, previously controlled by the Palmer & Rey Branch of the American Type Found-

ers Co. This includes all the advertising contracts at that time in force by the Advertising Bureau, and all the patent-side newspaper lists on the Pacific Coast, comprising in all about 325 weekly home papers.

A San Francisco office has been opened at 119 Bush Street, with Mr. Frank P. Katz in charge. All checking, billing, and collecting will however be done from the New York office, 230 to 234 Temple Court.

A young lady friend of mine and I were looking over Truth, and she asked me, "Do you use Williams' Soaps?"

"No," I answered, "Do you?"

"No, I don't, but I would were I a man."

"Why?"

"Because I think they are good."

"What makes you think they are good?"

"Well, I am not going to say its because they are advertised," and she went into a long talk about some of her gentlemen friends, but finally admitted that all she knew about Williams' Soaps she got from the attractive and interesting advertising of them.

I wonder how much advertising that is supposed to apply to men only, really reaches them through their lady friends. Undoubtedly women are more influenced by advertising than men are, and the Lord knows the women influence the men enough.

But what I intended saying was that such good advertising as the J. B. Williams Company does would sell shaving soaps, and almost anything else.

## Charles Austin Bates Interviewed

New York is the center for advertising; for advertising writers and advertising agents. Whole buildings are full of them. The skyscrapers of Park Row are not enough to contain half of them. The man who seems to tower above them all is Mr. Charles Austin Bates; he occupies the fourteenth floor in the Vanderbilt Building.

Mr. Bates has everlastingly hammered away at the idea that he is the biggest man in America in advertising. He was the first man in New York I called on, and I got a lot of information out of him. He is the best example I know, of the effects of good advertising. He has made his business through advertising alone; personal acquaintance with advertisers has not brought him business, but his business has brought him personal acquaintance with advertisers. He went to New York in '93 practically unknown; through advertising he has built up a business said to net twenty thousand dollars a year and he is not satisfied.

It took a lot of wire pulling to get to see Mr. Bates, and when I had passed all the barriers, and got into his private office looking over East River I found him in his shirt-sleeves with plenty of hard work before him.

I thought he knew what I wanted, but before I could be seated he said:

"What is it you want anyway?"

"I want to know what you know about advertising—some of it at least."

"I know just one thing about advertising."

"What is it?"

"Advertising is news—store news; just that and nothing more. It is telling people of something you have to sell and what you want for it."

"But the telling, Mr. Bates, how about that?"

"Well, that's a matter of detail; you have goods to sell and there are people who want them. The thing is to find the people and lay your story before them. If you were to put a thousand articles on a table and let

the whole population of New York pass by, one man would select this thing, and another that, each according to his needs. You could not sell him what he did not want. If he had a brand new pair of shoes on he would not be interested in shoes, but another man whose shoes were more or less worn, would be."

"Then how are you going to tell who wants shoes and who doesn't?"

"You can't. You know that a certain proportion of the population are wanting shoes, others want hats, others cigars, etc. You have got to frame your advertising to reach some particular need and thus interest the people feeling that need."

"Then this matter of detail is not such a simple thing, is it Mr. Bates?"

"Well it's simple, and it isn't simple. It's a big subject but it's capable of solution just like any other business proposition. Advertising isn't more speculative than any other branch of business."

"But how is a man going to learn this detail, Mr. Bates?"

"Same as you learn any other business. Some men never learn it, then there are others who don't know anything else."

"What?"

"I mean advertising specialists like myself, for instance. I do not mean to say that I do not know anything else, but I mean that everything I know centers in the one thing, of knowing the details of advertising. I am in confidential relations with a number of the largest advertisers in America and have planned and written for thousands of smaller ones. I have their experience, their knowledge, their mistakes, their failures, their successes right at my fingers' ends. I know what has succeeded with one man, and why; what has failed with another, and why. Business men tell me their troubles. I find out their weak points and tell them how to make them strong. I have what I call a 'Confidential Symptom Blank,' which when properly filled out gives me a key to a man's business, and I know just

what to do for him, precisely as a lawyer knows what to do for his client, a doctor for his patient."

"Don't business men hesitate to give you this information?"

"No, 'He who hesitates is lost,' and the man who doesn't give me the information can't get the service he ought to have. Here is an interview."

Mr. Bates handed me a typewritten stenographic report of fifty pages or more, with a manufacturer down East who had come to Mr. Bates' office and paid a big sum of money to have Mr. Bates ask him questions, some of which he could answer and some he could not. Thus he could tell all about his business, capital, amount of sales, nature of competition, and a lot of other things.

"What do you do with this, Mr. Bates?"

"That's my ground work. I know what to do when I have got that. I can tell that man how to do profitable advertising, and increase his business with absolute certainty of success, barring accident."

"There seems to be a good many of you advertisement writers now, Mr. Bates."

"Yes, when I came to New York I was practically alone, now I have plenty of company; but it has been my aim to be at the top, to be able to say to a man honestly and truthfully, that I can give him the very best service he can get. I have here every facility for good advertising. I consider no expense to get anything I need. I have the best artists money can employ. All my assistants are men whose minds are trained in some special branch of advertising. I can give a man anything he needs and give him the best his money can buy any-

where. I am more than an advertisement writer; I plan advertising; I advise as to methods and means of getting business through different advertising channels; I prepare the advertising and I execute it; I take entire charge of putting a man's business before the public. I am here to make money for my clients; as a matter of fact they are more interested in securing my services than I am in securing their business. It means more to them than it does to me.

"I have put a lot that I know about advertising in a book; here it is."

Mr. Bates handed me a large volume of six hundred pages entitled, "Good Advertising; a practical book; by Charles Austin Bates." I took a hasty glance through it, and saw that it contained articles on advertising, from druggists to dry goods. I laid the book one side and asked, "If this is a practical book, Mr. Bates, it is a guide to good advertising?"

"Yes, that's what it's meant to be; it's the essence of years of practical experience in advertising various lines of businesses, almost everywhere in the United States. I did not leave out anything that I thought could be of value to an advertiser. I wanted to make the best book I knew how, just as I make the best advertising I know how to make."

Then I wandered out into Nassau Street and took that five dollar book with me, with a lot of other samples of Mr. Bates' work, including "Charles Austin Bates Criticisms," which seems to be a kind of a continuation of the book, monthly, for \$1.00 a year.

FRED'K VAIL OWEN



# Johnston's Criticisms



Wolstan Dixie says in *Printers' Ink*, "A man who undertakes to publicly criticise advertising needs to have all his nerve with him, be cocksure of some things, and blissfully ignorant of others."

One of the things he must be ignorant of is, did the advertisement he criticises sell goods.

If it did; is the criticism of value?

In my opinion, yes.

What appears to be a poor advertisement might be successful in one business, and a failure in another.

An interesting statement of plain facts is the best advertisement.

This extract is not only verbose, but wasteful of money:

Of all the brilliant scenes enacted at your Big Kearny-Street Store, of all the brilliant assemblages that have met at your Big Kearny-Street House, of all the generous outpourings of the masses that have graced the Big Kearny-Street House, scarcely any triumph, scarcely any ovation, scarcely any enthusiastic reception, will even in a half-way measure compare with that which has been accorded our high-class sale of Gentlemen's high-class Suits and Overcoats.

Another extract which followed a neat picture of a rocking chair with price in large type:

A very large rocker—the largest made, in fact. Antique finish and wicker back—looks and feels cool and comfortable. Judge of the price yourself.

Here not a word is wasted, each assists and is necessary—a good advertisement.

In a Russell Shoe Co's. ad the picture is of a man's shoe followed by a description of a lady's shoe—careless.

A plain statement—good:

KAHN BROS. will hold a Midseason Sale during the entire month of June. Reductions

have been made in each and every department, and it will be to your interest to buy your wants there.

A misrepresentation in an Alameda paper:

Everything below San Francisco and Oakland prices.

Fancy Dry Goods, Gent's Furnishings, Dress Goods, Notions.

If the following appealed to buyers and produced results my guess is wrong.

Two Freight Trains Heavily Loaded

Tried to Pass each other on the Same Track. The natural result followed, A FRIGHTFUL COLLISION. Thousands of dollars worth of Clothing tattered, mangled and torn lay in a heap, apparently a useless mass. The merchants for whom these goods were intended refused to accept them at any price. We, always on the alert for snaps of that kind, wired our buyers to hasten to the spot, who after a careful inspection, found them to be this season's goods and made a spot cash offer for the whole lot, which was accepted.

This kind of stuff might serve for a store established for a month to sell a job lot of goods, but is mighty poor policy for a business intending to stay in one locality for years.

No one has confidence in such statements.

The man who wrote that didn't believe it, no one believes it; it is poor advertising.

It does not pay to be "smart."

Misrepresentation by a passing circus may attract big audiences, but a store permanently located cannot continue to do business on that basis.

The saying of Barnum about people liking to be humbugged might apply once a year, but not two or three times a week all the year through.

What a swath the Emporium and Maze advertising cut, for a while, only to fall flat.

The facile pen which draws a startling, sensational picture gets a crowd for a time, but the people are not fools.

Most advertisements contain statements

the salesman could not tell a customer and keep a straight face.

That is the best proof of the imbecility of the adwriter.

In the current Scribner's, under the head of "The Point of View," appears this:

Want of Knowledge.

It is in trade especially that the superiority of British honesty is averred to show itself. The British are the greatest traders on earth, and have been traders long enough and extensively enough to have learned what standards of commercial honesty pay best in the long run. An American who has traveled in southwestern Europe, in South America and other parts of the world that are somewhat out of the beaten path, lately admitted to the writer that in the countries he had been to, the reputation of Americans seemed to be low, and that of the British

very high. In Buenos Ayres, he said, an English merchant's word inspired confidence, but an American merchant's assurances were received with a good deal of scepticism. This sort of testimony is mortifying to American ears, but, if we believe it, we must look for the remedy to spring not from moral reform, but simply from increased knowledge. We expect those who bring this reproach upon us to learn, from information and reflection if possible, that though an individual rogue may steal or cheat and escape punishment, for a people who can neither hide nor run away from the consequences of their acts, honesty is the most sagacious and remunerative course.

The point this writer makes, emphasizes all that precedes. If a man is not honest and truthful by principle he had better be so in business transactions, because it pays.

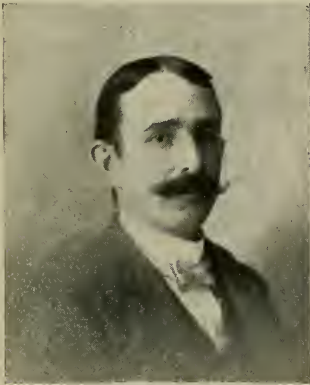
SAM P. JOHNSTON

## Art and Simplicity in Advertising

Everybody who reads Printers' Ink knows of C. Dan Helm, who has been called the best business artist in America, and Bert M. Moses, who has written some very notable and clever advertising. Not long ago they formed a partnership, and while in New York I called on them to see if they could tell me

or gaudy about the place—just well-lighted, pleasant, cosy quarters, where a man could sit and think and write and make pictures.

I didn't know just where to begin on Mr. Moses—I felt out of place in an artist's studio. So I asked the stereotyped question: "How's business?"



BERT M. MOSES



C. DAN HELM

something that would be of interest to the readers of THE AD BOOK.

I found their office at 111 Nassau street, light, airy and tastefully decorated. Posters and specimens of modern advertising decorated the walls. There was nothing flashy

"First rate. There has been a steady gain every month since we started. We are growing slowly. We don't want to grow fast."

"Why not?"

"Sudden success is nearly always short-lived. Mushrooms 'die a bornin'.' You cannot

build a permanent business in a minute. We had rather get one new client a week and keep him, than get a single order each from a dozen clients and never see them again. We are building up a permanent business by good advertising."

"What do you call good advertising?"

"Good advertising is printing something in some form or other that will get people to write us or visit us. That is the beginning of good advertising, but it is really the smallest part of it. Good advertising is treating customers right after you get them—giving them absolute satisfaction—bending every human energy to please them—giving them more than they expect, rather than less—accepting no pay from them until they feel right down in their very bones that they have got the worth of their money. That is the way we treat everybody who employs us. That is why people come back to us again and again."

"Don't you find some people hard to please?"

"A few. Occasionally a man will say he doesn't like something we write or illustrate for him. Then we do the work over again. We would do it a dozen times, if necessary."

"Every advertising specialist has a style. What is yours?"

"Simplicity—plain words and plain pictures. We try to say and illustrate things so that people will understand. We put force, energy and enthusiasm into what we do, but no cuteness or smartness. We say as much as is necessary to tell the message we have to convey, and then stop. If that doesn't fill the space to be occupied, the printer can use his slugs and reglet for the balance."

"I see you do considerable illustrated advertising."

"Yes—the better class of it. We don't do syndicate work. Most retailers' incomes will not warrant paying our prices."

"Pictures catch the eye—sometimes they

tell the whole story. It is our belief that an illustrated advertisement is worth at least twice as much as a plain one. May be it wouldn't be stretching it to say it is worth ten times more."

"How about display?"

"A picture itself is display. We don't have much use for large type. Occasionally big black faces are needed, but not often."

"Isn't the mail order business a sort of a will-o'-the-wisp?"

"The reason why so many men fail in building up a mail order business is that they get tired too quickly. They advertise a catalogue, a booklet or a free sample. Then somebody writes, they send whatever is advertised, and perhaps accompany it with a stock circular letter. On an average, not more than one enquirer in twenty becomes a buyer right away. A few advertisers have nerve enough to go after the correspondent once more, but that's about all. Right there is the point where the big mistake is made."

"We are handling the mail advertising of a number of clients. Our plan is to take a list of names and reach it regularly every week if possible—certainly as often as twice a month—until at least half a dozen pieces of advertising matter have been mailed. We find that it pays. Sometimes a man will buy at one asking. Other men have to be asked a dozen times. We use postal cards illustrated in colors, circulars, fac-simile letters, folders, booklets. We figure that it's a good investment to lose money on the first sale. The second and the third and the tenth sales are where the profit comes in. Of course a mail business won't pay long if the article advertised is unworthy."

I didn't talk with Mr. Helm; there was lots of his work around, and I contented myself with that. Perhaps he might have said something himself about art in advertising, but he seems to prefer making pictures to talking about them.

FRED'K VAIL OWEN



## The Evils of Illegitimate Advertising



TELL me with whom you associate and I'll tell you who you are." Another German proverb expresses the same idea with characteristic terseness: "Mit gefangen, mit gehangen." (Caught with, hung with.)

As a rule I do not believe in proverbs. They generally try to express a truth by telling a falsehood—by exaggeration and hyperbole. Applied as an unerring rule of thought and action, they are apt to breed fanaticism or at least to restrict our ideas and judgment to narrow limits. I quote the above sayings not for any principle of right or justice contained in them, but as forcible expressions of actual facts.

We are judged by the company we are seen in—though the association may be accidental and contrary to our wishes. The man who is caught with a gang of horse-thieves, is likely to swing with them on the same tree. Not that it is right—but it is so.

We conform to this condition of things in our every day social and business life. The man with a real or fancied reputation to sustain, will not walk the streets with a notorious thief, or a drunken bum; he does not join societies to which everybody is admitted; he will not dwell in a disreputable neighborhood; he even shuns the company of extreme poverty with its rags and tatters though they be unsmirched by dishonesty; he provides handsomely for poor relations, or disowns them. He may be a bad man at heart, and depraved in taste and inclination—but you shall not discern it in his visible environment.

But how do these reflections relate to advertising?

It is the common observation of those who

have given the matter special attention, that the rules of common sense, and common business principles, are seldom applied to advertising. Students of advertising have pointed out that an advertisement is the advertiser's representative—is one of his salesmen; that as such, it should not be dull, uninteresting, long-winded, illogical, weak, scurrilous, illiterate; that moreover it should have a respectful dress of type and print; and that so equipped, it should be placed so as to attract the eye and command its due share of attention. But I do not know of any one who has made emphatic mention of the fact that the efficacy of an advertisement is seriously affected by the company it keeps.

In first-class magazines and weeklies, and in the religious and trade papers the danger from disreputable company is comparatively small—though by no means entirely absent. But look at your daily paper—the main channel through which manufacturers as well as retailers must appeal to the public. How charmingly cosmopolitan! What unlimited liberality and tolerance! Here everybody is welcome—if he has the price of admission. The dishonest quack, who is a "specialist" on every disease that man is subject to—the electric belt fiend, the vender of patent curealls, the fortune telling humbug whose very existence is a satire on civilization—the blushless impostor who makes the old young, and changes wrinkled ugliness to rotund beauty—the dealer who is forever selling his goods for less than half their value, or who habitually makes promises that he has no idea of fulfilling and could not if he would; and finally the advertiser who reflects his dullness, bad taste, or lack of education in his advertisements—all are equally welcome, all mingle harmoniously or otherwise, and are accorded equal privileges with the honest advertiser

who wants to sell reliable goods at a fair price, and who desires to talk legitimate business in a business-like way.

Look at the motley crowd clamoring for public attention! Imagine a common platform from which anybody, from the most contemptible penny-catcher to the solid and dignified business man, from the most conscienceless swindler to the straightlaced devotee of integrity and principle — may address the passing multitude on even terms. Small wonder indeed, that the majority of passers-by ignore the entire show or give it but a passing glance; and that as a rule the most successful “spielers” for attention are those addressing themselves to the ignorant and credulous; who, with tympanum petrified against common sense, listen with their mouths agape to the plausible absurdities of mountebanks.

It is this condition of things that keeps so many of our first-class traders and manufacturers out of the advertising columns of dailies. It is on this account that we hear such expressions as “I never read advertisements”; “Only an advertisement”; “A lot of advertising trash,” etc. It is on this account that advertisements are looked upon with distrust, and that so many newspaper readers consider the word advertising synonymous with lying and humbuggery; while others adopt as a safe rule that every advertisement must be taken, not with a grain, but a whole handful of salt, and that in this briny condition only, is it fit for use.

It has come to a point where the advertiser who wants to tell the truth about his goods must cudgel his brains for the proper expression, and a means to avoid being classed with his mountebanking neighbor, who has apparently exhausted every plausible argument and expressive adjective; and who is claiming for his goods all the good features agoing, with a persistency characteristic of the successful liar. This condition begets the ever-growing desire of advertisers to have their announcements

“different” from others, in appearance and expression. But as creditable and successful originality is a rare thing, it is not strange that in their efforts to appear “different” many advertisers stoop to farce and burlesque and dress their advertisements in the garb of clowns and freaks.

Careful consideration of this question will corroborate my belief, that failure of legitimate advertising in newspapers, is due less to poor advertisements or careless methods, than to the fact that fake advertising has barred the way to the intelligent reader's confidence.

I do not anticipate the universal and unqualified concurrence of AD BOOK readers in this view of the situation. Whoever honestly differs with it has a right to demand the particulars and the evidence; to ask what I class as legitimate advertising, and the basis of my classification. The space allotted me in this issue is insufficient for this purpose, and I must refer the reader to the next number.

I mean to show, moreover, that the newspapers are not individually responsible for the adverse conditions I have pointed out; that the remedy if there be one, must be applied by actual and ought-to-be advertisers; and that, so far from wishing to discourage the use of the newspaper columns, I would rather increase their patronage by suggesting, and inviting discussion of, means and methods for purging them of slime and dry rot, and making them congenial and profitable avenues for decent, legitimate and progressive publicity.

JOHN BUNNING

## Back Numbers Printers Ink

—To Exchange for back  
numbers of any other advertising  
publication. Address,  
EXCHANGE, care Ad Book

## The Advertising Man's Place in Business



E. ST. ELMO LEWIS

I wanted to meet Mr. E. St. Elmo Lewis, the man who has made "Ask Lewis about it" familiar to all who read good advertising and are interested in its making.

When I called on Mr. Lewis in the Penn Mutual Building, Philadelphia, Mr. Chas. M. Snyder, the man who has made the De Long Hook and Eye famous in two continents through "See that hump?" was taking leave.

"Glad to see you," said Mr. Lewis, with a genial hand-grasp. "All the way from 'Frisco, eh? You do some good tea advertising in 'Frisco. The Schilling Tea ads are good advertising; better than anything we have done in the East in the same line."

"You seem to know something about our advertising, Mr. Lewis," I returned.

"Of course. That is part of my business—to know everything good that's going on in the advertising line. I know how to get the information. The knowing how is a big thing in business." Mr. Lewis sat down, crossed his legs, then looked me all over sharply for an instant, and continued:

"Do you know that the Encyclopædia Britannica contains the accumulated concentration of the knowledge of the English-speaking world—that this work is in the hands

of thousands of people—and yet that not more than one-tenth of them know how to use it to their benefit? It's so, though. There is enough good advertising done in the United States every day in the year to reform the advertising pages of every publication, but the advertisers do not know how to get at the good advertising."

"But suppose they did—could they use it; apply the knowledge?"

"Well asked," said Mr. Lewis, smiling. "That is my point. It is like the Irishman I met one time going from Philadelphia to Boston on the steamer, who said, 'don't ask me to sing. Shure it's a foine tiner v'ice I hov, but it's got the divil av a rough passage out.' So, many an advertiser has lots of good ideas in his head, but by the time he puts them on paper, they've lost all advertising value. It's for this reason that I like to come in personal contact with the advertiser. I get him talking. I absorb all I can. I'm like a sponge, as my friend Snyder, whom you met as you came in, says. I get every thing he can give me—then I think hard, as the Little One says. I always have something worth my charge to give the advertiser as a result."

"Do you find that business men favor the advertising expert?"

"Advertising expert! It's a good name, but bad company has brought it into disrepute. I'm a plain advertising man. To answer your question, though—yes, I do. Business men knew at one time that a certain amount of merchandise represented by up-to-date goods would bring a certain amount of profit. To-day they see that merchandise worth \$1,000 may bring 25% profit on Saturday, but on Wednesday may be cut to 10%. The secret to-day is to sell—sell quick—keep moving. The only way to sell is to get Jones' people into your store and keep your people out of Jones'. Mouth to mouth advertising influenced by good goods at a fair

profit will not do for those who cater to the greater public. The merchant must go out into the highway and persuade the public to buy. This condition has been fostered by competition; and competition has made advertising necessary. The business man should have nothing to do but buy and sell—that in itself is an art. The art of advertising is equally as important. The advertiser should be a keen judge of men in the mass. All successful advertising men have been and are. Mere facility of speech or written word is nothing—many of my genial contemporaries to the contrary. Every move of the shrewd advertiser is meant to count—it must, for every move means money made or lost. It takes a brain that is clear of the details of store management or of financial matters, or of the price of cotton—that part belongs to the business man. The advertising man's part is to bring the business man into contact with the people whom the business man wants to know, i. e., to sell to. To do that part well, he must know men, masses, and mediums, or if he doesn't know them he must know how to know them—and afterwards, he must know how to put his plans into execution with the least possible loss."

"We don't meet such men as you speak of every day."

"No, of course not. A great many merchants have tried to be a second edition of John Wanamaker, and have failed. So, many men to-day are trying to realize the possibilities of the advertising business.

We have many a Moses who can show us the land of Canaan, but the Joshuas are scarce who can lead us into the midst of the milk and honey."

"You think then, that a business man should not write or plan his own advertising?"

"How many of them do, successfully, in proportion to those who achieve success by employing men who know advertising?" retorted Mr. Lewis, Yankee fashion.

"No sir," continued Mr. Lewis, decidedly, "you can rest assured that as a lawyer is necessary to a suit in equity, as a doctor is necessary to a sick man, so an advertising man is necessary to a business that would live and thrive. And as we have specialists in either of these professions, so we have them with us—men who know one part of the public better than all the people, and are wise enough to confine themselves to what they do know."

I might have spent another hour profitably with Mr. Lewis; but I felt he had vindicated the ad man's position so thoroughly that I would let him attend to his own business awhile. As I reluctantly passed out, I found a dozen or more callers waiting for a chance to pour their troubles into his ears; and as I read on the door "Mr. Lewis can be seen by appointment only," and as I remembered I had to write him twice and urge that it was my last day in town before he consented to see me, I mentally figured that eleven of the dozen would carry their troubles home again that day.

FRED'K VAIL OWEN

## The Profitable Ad

is the one that is not only well written but properly printed. A well-written Booklet to have the desired effect must come from the press of one who knows how to "get up" Booklets. I have issued works of this kind that have proved business-getters for others. I can do as much for you. My Little Booklet, "Quality Tells," sent for the asking.

F. H. ABBOTT, Printer,

TELEPHONE 1299

314-316 BATTERY STREET, SAN FRANCISCO

## Embellishments in Advertising



simplicity—by the word simplicity some clients mean type alone—preferably a heavy type. Why a distinction should be made for the Pacific Coast, I don't know. I can not allow that we are lacking in artistic virtues, although we do not as a rule patronize the Hopkins Art Institute exhibitions in the solid phalanx presented outside Woodwards Garden upon an exhibition of the art of self defense. But then human nature is the same the world over.

I maintain that even the most "winning ad" (taken from the point of view of actual pecuniary results) can be made more winning by means of a cut decidedly fitting to ad-matter. Let your cut be as good as your goods, the type carefully selected, clean-cut and up-to-date. There are very few articles advertised that cannot be illustrated, and the exceptions are mainly medical appliances which belong in my estimation to their trade papers. I object decidedly to extraneous matter and cuts being used as bait to attract attention to the advertised goods. This is played out, it palls upon the wearied taste of a patient public; and yet again the song-and-dance style of writing an ad—as if one were puffing a fife and drum concern, is not the permanent means of retaining the attention of the public who de-

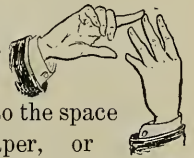
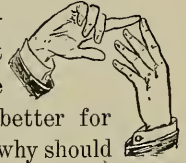
"Embellishment" may seem an unusual word to use in the title for an article on advertising, but to me, it seems decidedly apropos. As an illustrator and a builder of advertisements I am often told that the true value of Pacific Coast advertising lies in its

sire an advertisement to represent a salesman and not a "spieler"—for it takes brains to retain the position of salesman, while a spieler—well he is not in the class that will benefit readers of the AD BOOK.

To give my remarks the maximum force in the minimum space, I write under four points.

My first point gives an index to the entire argument so far as my reasonings are concerned. "Are we the better for art?" If in the affirmative, why should not advertising—in its broad sense—be the better for illustrations? We all agree that in our primeval state we may have been attractive, but the adoption of dress has improved our appearance if not our health. The finest work Keith ever did we know looks better—appeals to our love of art the more—for the frame; so it is with the ad when illustrated with a cut in tone with its matter. I do not mean to assert that even with a cut thoroughly apropos, and the reading matter terse and true, the ad will be a pecuniary success, but if the goods possess merit equal to the demands of the public, reasonable hopes can be held out that success will eventually come. Given the right medium, system tells.

In the second place let me impress upon the necessity of using 'deep line cuts in proper proportion to the space occupied in the newspaper, or half-tones when using magazine space. Stick to a speaking cut—do not aim at frills on the article illustrated—let it show the goods in the view as if placed on your counter; for instance, I saw a cigarette advertised the other day, and in the cut the smoker was driving a team tandem, with a lady beside him. My ideas of etiquette forbid smoking when in a lady's society—especially cigarettes. Let your cuts be as truthful as your



words—lying, indiscriminate misstatements are the curse of some modern advertisers.

Position the third is, that which pleases the eye, is the most likely to impress the mind. We prefer diamonds to opals—we are impressed more favorably with the clean clear-as-crystal appearance of the windows of the careful grocer than with the fly-be-specked dust-covered front of the mossback store keeper. Keep up with the times—Art aids the beautiful in everything—let us aid advertising by wedding it more closely to art.

The last position for study is "What is the field for advertising in general and the advertiser in particular on the Pacific Coast?"



California, next to Texas, has the largest area of any state in the Union. It embraces 155,980 square miles, with a population of one and three-quarter millions of which fully one-quarter is in the City of San Francisco alone. There are about 700 newspapers and periodicals published in California, 100 dailies, 460 weeklies and 100 monthlies, with a circulation at a conservative estimate of 1,750,000, and San Francisco prints seven-eighths of the circulation of the state. These papers go to the wealthy—the arrogant—the Cavalier—the Puritan—the employer and the employé—and be it said, there is not a more discriminating class of buyers in the world than Californians. They are great readers of the press—and incidentally, fair to suppose, students of the advertising columns—they patronize (all things being equal) home products first.

San Francisco is to California what the heart and lungs are to a man, and furnishes more than three-quarters of the purchasing power of the state; its daily papers exceed in circulation, influence and advertising patronage all others issued west or south of a line drawn from Philadelphia to Chicago. Therefore the field is here, and it behooves us to use our energies to avail ourselves of the advantages within our grasp, and to

improve advertising facilities wherever possible. Build up advertising, bring all known and latest methods into play—I reiterate, the field is here, use it. EDGAR J. ARNOLD

## That Wife of Yours

should wear a SIEBE Shoe.  
Easy on her feet, easy on  
your purse. Exquisite foot-  
wear at moderate cost.

When better shoes can be  
made we'll be the first to  
make them.

## Siebe Shoe Co.

Manufacturers,  
San Francisco.

Your dealer has  
them or can get them.

## The Billboard.



A monthly magazine for advertisers.  
Devoted to the development of those  
special sections of the advertising field  
occupied by

**BILLPOSTING,  
HOUSE TO HOUSE DISTRIBUTING  
SIGN PAINTING and EXHIBITING**

Adv. rates, 25 c. a line. Subscription, \$1 a year  
Send 10c. in stamps for a sample copy. None  
free. Address,

**Billboard Publishing Company,**

127 East 8th St., Cincinnati, Ohio

**IF YOU WISH TO ADVERTISE**  
in newspapers anywhere at anytime  
call on or write  
**E. C. DAKE'S ADVERTISING AGENCY**  
64 & 65 Merchants' Exchange  
SAN FRANCISCO

## Back It Up



Good advertising doesn't amount to much unless it's backed up by a clean store, polite clerks and good goods. I would expect more from a bad ad, a clean store and polite clerks, with good

goods than the best ad in the world and a store and clerks and goods below par.

The ad's mission is to get the people into the store. It's work is then done. If a customer finds an orderly store, is met by polite clerks and finds the goods all the ad said they were, nine chances out of ten it means a sale.

Then we have three requisites besides good advertising — clean store, polite clerks and good goods.

The most important is good goods—as good as the ad says they are. Never overrate your goods in your ads. Better under-rate than overrate; I'm inclined to think it's a good idea to underrate. This is my reason: The ad gets the customer interested enough to call, then if the goods prove more than was expected it's a great temptation to buy. Good goods, then, means all or more than your ad would make a customer expect.

Polite clerks. Treat everybody politely, whether they wear good clothes or not. Good manners do not cost a cent and are worth thousands of dollars sometimes. Don't overdo your politeness. Politeness overdone is nearly as bad as no politeness. The best kind of manners is the kind you don't notice at all. The kind you notice are overdone, or skimped.

A successful store is generally a clean, orderly store. I don't mean that a store must be clean and orderly to be successful.

I know of cases to the contrary. I've seen stores that did a rattling good business in spite of dirt and disorder. What I mean is that a store stands a better chance of being successful if it's clean than if it's dirty.

Nobody likes to see a lot of dead flies lying around in the show-windows, or a dirty floor or a dusty counter or stool. Suppose it was a grocery store. How is a customer to know but what some of that dust has found its way into the sugar barrel, or some of the flies into the pickle keg?

No; advertising can't do it all. The store and goods and clerks must help.

J. FRANK MULLEN

## Between-Season Advertising

The successful business men of today freely admit that the principle of advertising has become an essential quality in the conduct of any mercantile establishment, and developed as it has been, into almost if not quite, a distinct and separate art, it is applicable to all departments of trade, to transactions of every sort between seller and buyer, from which indeed it is practically inseparable, and with the success of which it will always be identified.

As the development of this principle has proceeded by easy stages from a period when facilities for attracting the attention of a wider circle of possible buyers were first provided by the daily press, to an era when competition has rendered it absolutely necessary to increase the range of each seller's constituency, the methods of applying it have also undergone a revolutionizing process.

Formerly advertisers seemed to be possessed of an idea that the wants of the people at large were governed almost absolutely by the seasons or the year, and at particular times only did they endeavor to attract the attention of buyers to their establishments through the medium of newspaper advertisements.

Under this idea any surplus stock remaining after the incidental rush of business in any particular season was left over to the corresponding period of the next year, thus necessarily imposing upon buyers a certain proportion of articles either somewhat shopworn or old-fashioned. Of course a certain amount of business was done in the intervals between seasons, but the average merchant was content to drag along from season to season well satisfied if from one interval to another, his books showed no serious loss.

Until the last few years, therefore, the busy seasons were spasmodic in their nature, involving careful buying, lest a greater stock should be secured than would be warranted by the prospective demand, and excellent bargains were no doubt sacrificed through the fear that the apparently advantageous purchase might leave an elephantine and unsalable surplus on their counters and shelves. It is safe to say that but very few such chances are allowed to slip through any such fear, in the present era of trade.

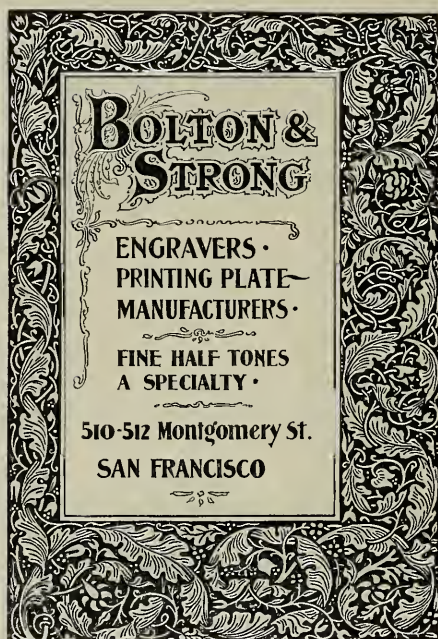
It was when the enterprising merchants finally realized that the wants of the people are constant, in season and out of season, that their needs were governed by the degree of wear and tear, as much as by changing fashions, or the evolution of seasons, that he began to change his methods of advertising.

Instead of trying to increase his sales at certain periods only, he now advertises the year round. He finds that people respond as readily at one season of the year as an-

other, to any unusual inducement, and the shrewd advertiser of today makes detailed preparations to make his store hum with trade during the proverbially dull between-seasons.

The continuous advertiser has a distinct advantage over his neighbor who uses newspaper space intermittently. He is never out of the public eye and is not forgotten; his announcements become more conspicuous by reason of his rivals being out of the paper; and last but not least, irregularity in advertising is as bad for business as irregularity in habits is for health.

JOHN W. MILNES



**BOLTON & STRONG**  
 ENGRAVERS ·  
 PRINTING PLATE-  
 MANUFACTURERS ·  
 FINE HALF TONES  
 A SPECIALTY ·  
 510-512 Montgomery St.  
 SAN FRANCISCO



THE TRAVELER is admitted to be "the most beautiful paper" published. It reaches the best class of people—who can afford to buy what they want.

**AS TO CIRCULATION:** The American Newspaper Directory says in its last issue: "In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to transportation and traveling is accorded to THE TRAVELER, published at San Francisco, and the publishers of the Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it."

For advertising rates, or sample copy, address Wm. V. BRYAN, Prop., 20 Montgomery St., San Francisco

# Why not talk it over?

I am a writer and deviser of advertising—unique and sensible.

My relation to you is like that of an architect to his client. You furnish the material and your ideas. I take the ideas—yours and mine—develop and dove-tail them together.

To arrange, to originate, and carry into execution—all that is within the scope of my work.

I study your needs and your resources, and adapt my plans to your individual case.

I compile catalogues, circulars, pamphlets and other matter, including newspaper articles—all likely to be read.

A practical acquaintance with printing, engraving and designing, enables me to secure for you effective work, with your advantage solely in view.

I can take entire charge of your advertising, or a part of it, and with your co-operation direct it to practical issues at the minimum of expense.

I practice economy, believing that it is not so much what is spent as how it is spent.

You can engage me to do a specified piece of work, or can arrange for my services for a week, a month, or longer.

JOHN W. MILNES

320 Sansome Street

Telephone, Clay 381

Mr. BROWN has asked me to write an ad for him about the printing shop of Brown, Meese & Craddock, 320 Sansome Street. This AD Book is a sample of their work; if it's good, it ought to be a better ad for them than anything I can write; if it's bad, all that I could say would not make a good advertisement.

Editor AD BOOK



In photo-engraving, as in other lines of trade, you sometimes pay superior prices for inferior work. We guarantee superior work and at moderate prices. Send for estimates  
22 Montgomery Street, San Francisco

## For Better Advertising

Advertisers can help make the AD BOOK interesting and valuable to themselves by sending to the editor samples of their advertising for comment and criticism; by asking questions and propounding problems; by offering suggestions and submitting ideas. The invitation is open to all, everywhere.

Editor AD BOOK:

Thanks for the opportunity given us to receive criticism of our ads. We will be very glad to avail ourselves of your offer and enclose herewith a few specimens of what we are doing. Possibly you will find something to condemn, as well as praise. If so, we are not afraid to hear the worst; that's the way we expect to benefit.

Faithfully,

AMERICAN BISCUIT COMPANY.

The advertisements sent are most of them well written, and a few of them well displayed, but the one really good idea in the whole lot is the biscuit border reproduced herewith, which is made in different styles and sizes. If the advertising was placed and displayed as well as it is written, I think it ought to produce results. Advertising of this character ought to be specially set up by a printer who knows how to set advertising; and most printers don't.

The mediums used are trade papers, grocery house lists, and publications of that sort; from which little result may be expected. With the exception of one or two trade papers I think the money expended for this advertising should be charged to the account of charities, and not to the advertising account.

The American Biscuit Company is a large concern, manufacturing a staple product sold in every grocery store, big and little, throughout the country; and while the advertising of their product is not so simple a matter as advertising a retail store, it can be made profitable if done systematically in good mediums. It is not half so hard as advertising a baking powder. Perhaps the best advertisement submitted is the following, which gives information, and does not look so much like an ad:

DON'T leave the box open—Biscuits are so readily affected by change of climate.

OR BETTER still: always warm Biscuits for a few moments in the oven before sending to the table, thus restoring their original crispness.

Biscuits should be kept in a thoroughly dry place, and not stored near coal oil, fish, or the like.

Some of the advertising is silly, some of it is entirely spoiled by ridiculous display, and the following is bad because it doesn't bear the impress of being genuine:

" \* \* \* \*, and please send me three pounds of those delicious Mayflower biscuits (Auntie simply dotes on them, and you know how delicate her appetite is), one pound of Del Monte Fingers and one pound of Savoy Drops, but be *sure* to get only those made by the AMERICAN BISCUIT Co."

If the advertiser went into the merits of the goods more, and did not copy so much from "catchy ideas" of men who call themselves "ad-smiths," the advertising would be more effective. There is such wealth of material, so much that can be said about their products, such entertaining, attractive and interesting matter could be written of them, that judiciously placed in legitimate advertising mediums, it could not help but be profitable.

The catalogue or price-list which this Company issues is the neatest thing, typographically and otherwise, one could imagine. The man who got it up knows what a price-list ought to be; and the information contained in it is just what one would expect and ought to find.



Every printed job is an advertisement; every card, circular, letterhead, envelope, catalogue, you send out is an advertisement. Printing is of many kinds, mostly bad — as advertising.

Printing that is technically and artistically perfect, is generally good advertising, but not always. Most printing is neither

technically nor artistically good, and most printing is not good advertising.

Let us deal with printing as with other advertising—results. Never mind the technical part of it. That's for the printer. He is supposed to know that; in fact, printers are inclined to be too technical. Very few printers know about the advertising feature of their work—very few printers advertise themselves, even though they have the best business in the world to advertise, and even though their business, as a business, is advertising from start to finish.

I recently sent out a letter to printers, asking for some special information, and also for samples of their work they considered good. I got neither. Out of seventy-five addressed, two made reply, but gave no information, and sent no samples. Without knowing the reason for this, I am left to guess one. The letterhead I wrote on was not a very creditable specimen of the printer's art. It probably gave the recipients the idea that I didn't know good printing when I saw it; probably sending me samples and giving me the information I asked for would be time wasted.

Wonder if that was the reason?

A catalogue was recently shown me, that from a printer's view, was nearly perfect. Carefully printed, on good paper, from latest styles of type and ornaments, it could be pointed to with pride as a specimen of good printing.

But it was not good advertising. The type and ornamental work used completely destroyed its advertising value. It was not readable. The cover, particularly, printed in colors, was a typographical gem, but an advertising failure. That is the trouble with "latest style type"—half of it is made to sell, and never serves any other purpose.

Type that is plain and readable, is good type; that which is artistic and "latest style" generally isn't.

There is another thing that spoils printing—poor illustrations. Before me is a catalogue of Bader & Fincke, manufacturers of bar, store and office fixtures, this city. The letter-press work from cover to cover, is good; any one can see the printer knew his business. There are twenty page half-tones in it, and every one is a smudge. The fault is in the engravings, not in the printing. No printer on earth could make them look like anything.

Bader & Fincke make nice goods, costly goods; their catalogue ought to be as good as what it advertises. It ought to represent their wares, not misrepresent them.

Is there any good reason why they should expect business from such a catalogue? Is it not money wasted? Is it not, as an advertisement, a complete failure?

A printer told me the other day that the printing I used ought to be above criticism, because I criticise other printing. Well, it isn't; I invite criticism, ask it and crave it. If I could get printing that was above criticism, my fortune would be made. This AD BOOK and everything in it is open to criticism. The more letters I get criticising the printing, the ideas and details—its entire contents—the more I will like it. I would rather get a letter finding fault with the AD BOOK than one praising it. I can praise it myself, all it wants.

One of the most available advertising mediums is seldom used, or if used at all, very ineffectively. I mean envelopes. Every envelope you send out can carry a good advertisement, but not one in a million does. The best advertising I have seen on envelopes is done by Messrs. Tillmann & Bendel, wholesale grocers of this city. They use Government stamped envelopes, and then get a printer who knows how to print, to print some matter on them written by a man who knows how to advertise. Every letter they send out carries with it an effective adver-

tisement. Here is some of the reading matter; sorry I can't reproduce the work itself to show how well the printer has carried out the idea:

TILLMANN'S (Aromatic) Spices and flavoring Extracts are finer in quality, yet no higher in price than the best known to date.

Fancy grocers can't afford to do without them; others don't have to.

We produce other grades in these lines -- equal to any in the market.

Still, we don't call them "Tillmann's."

Any grocer can sell such spices and flavoring extracts as TILLMANN'S if he only knows how much better value he is giving his customers for their money.

Grocers without competition can get along nicely without TILLMANN'S Aromatic Spices.

And without TILLMANN'S Flavoring Extracts.

The dealer who is in business to make money quickly and then quit has no use for them at all.

Goldberg, Bowen & Co., wholesale grocers, get out a good deal of good advertising. One of the happiest ideas of the Season was their booklet, "The Summer Vacation." The first edition was printed on Strathmore paper, deckled edge, an imitation of the hand-made paper of the eighteenth century. It was well written, and well illustrated and well printed -- all except the cover. I think the printer did not know how to print solid black on that kind of paper. Also it was put together with wire staples, giving a very cheap appearance, which they endeavored to remedy by tying a gold cord clear through the saddle -- a useless expense. Had it been sewed with silk cord the effect would have been twice as good, with half the cost.

In the second edition of the same work printed upon coated paper, the same mistakes were made as before, and a worse one. The title is embossed in a manner that's neither artistic nor effective. I do not fancy the cover in the second edition, but then that's a matter of individual taste. Barring these details, which will not lessen the advertising value materially, this booklet is a very creditable advertisement of a very

creditable house. Send for a copy and see for yourself.

Every one who believes in getting good printing should send to the E. D. Taylor Co., 23 Stevenson street, City, and get a copy of their booklet called "How and Why." It's the best thing I have seen from any San Francisco printer advertising his own business. Besides that, there are some good arguments in it for better printing, of which it is a sample.

Utilizing small space to advantage, is one of the hardest of advertising problems. To make a one-inch space in newspapers pay is asking a good deal of an advertisement.

## The Filters Fill

The Kidneys are but human blood filters. They are frequently clogged up and refuse to work. Emil Frese's Hamburg Tea opens them, and clears out the poison. At all druggists and grocers.

The accompanying ad is one of a series calculated to sell Hamburg tea, if any small ads could. The advertising is being placed in about a hundred country papers, by Fisher's Advertising Agency.

Convenient illustrations of good and bad advertising may be obtained from advertisements of mineral waters in the local papers. In the accompanying illustration, the ad of the Aetna Mineral Water Company gives in

## ÆTNA MINERAL WATER.

Why not have health at home? Health all the year. Whether you go to the springs or not, you can have the springs in your house all the time; the prescription that nature compounded always ready, convenient and cheaper than doctors. In cases of quarts and pints, delivered. ÆTNA MINERAL WATER COMPANY, 318 Battery street, S. F.

a straight-forward manner information the consumer would like to have; it is strongly displayed and would stand out prominently anywhere in a newspaper. The ad of the

Bartlett Springs Mineral Water contains some information, but is so poorly constructed, and so outrageously displayed, that if it has any advertising value I would like some one to point it out. Such an ad cannot be

THE BEST TO DRINK.  
IT IS A POSITIVE CURE FOR  
KIDNEY, STOMACH, LIVER and  
RHEUMATIC TROUBLES . . .  
**Bartlett Springs Mineral Water.**  
THOUSANDS OF REMARKABLE CURES.  
YOUR VACATION AT  
**BARTLETT SPRINGS,**  
LAKE COUNTY, CAL.  
Health with amusement. Burros for Mountain Climbing. Large Swimming  
Tank. Tub, Vapor and Roman Baths, with Competent Masseurs.  
Tennis, Bowling, Hand Ball, Dancing. Paid Orchestra plays day and  
Evening.  
BARTLETT SPRINGS COMPANY, 22 Fourth St., Pioneer Court, S. F.

expected to bring results. The ad of Jackson's Napa Soda not only lacks advertising value but is repulsive, and can be expected to damage the sale of the goods rather than increase it. I cannot conceive how any advertiser can expect business by likening goods to a rattlesnake; and running down competitor's goods never was, and never will be good advertising.



**Beware!** ☹ ☹

Of some of the vile mixtures  
that are daily passed over  
some of the bars in this city  
for

JACKSON'S NAPA SODA  
Look at the Bottle!

## Advertising a Furniture Business

Securing profitable publicity by means other than through newspapers, is more or less of a problem, but a very notable instance of a successful method is that of the Royal Furniture Company, 1039 Market Street, which succeeded the first of the year the Sterling Furniture Company. The method adopted while not entirely new, was so systematic and novel as to be an innovation upon customary advertising methods.

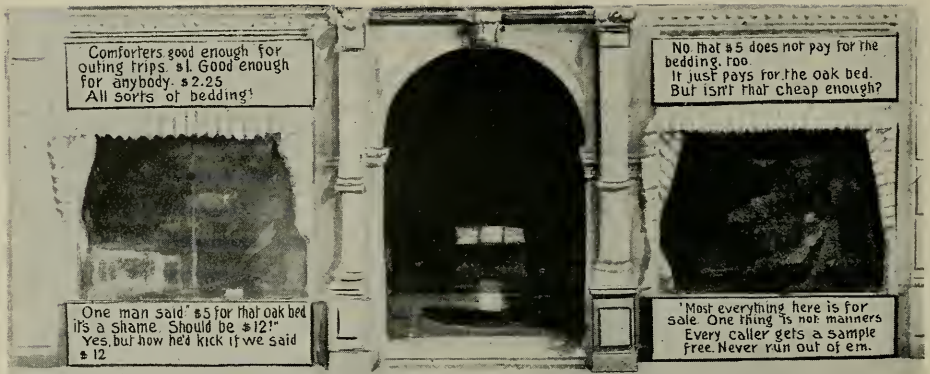
Mr. J. Frank Mullen is the author of the scheme, and the writer of the advertising, and I went up to have a talk with him the other day. I found him an interesting talker, his sentences being as short, concise and accurate as his advertising.

I asked him, "How did you come to do it anyway?"

"Well we wanted to build up business. We knew we had to advertise. Newspapers were thought too expensive for the small trade the store had. The scheme of billboards on the front of the building seemed the best and cheapest. We tried it. We placed boards on the third and second floors and over and under the show window on the first floor. We then occupied all the upper floors of the building but only half of the first floor, which allowed us only one show window, and really gave the store a skimpy appearance.

"Business was dull at first. It had dwindled away to a nothingness. We commenced. Changed our signs, or some of them, every day. Made them short, pithy, to the point generally. Trade began to improve. The signs kept coming—every day a new word, a new bargain, or an invitation 'To look at the pretty things—not to buy; just to get acquainted.' And still the business grew—and it's growing yet.

"We commenced in January. In March we felt that we ought to have all of the first floor—so we could make "a spread." Double doors, two windows—receive the people with both arms, so to speak. Our one door was



too much like a man with only one arm—half a man. We went to the man who had the store in the other half of the first floor; told him our troubles, and kindly asked him to move—we had sublet the room to him. He agreed, but it took him a long time to get out. It was May before we could find our hopes realized. We had the whole building. This gave us more store room, and a better chance for our signs.

"We thought some more—decided that four signs changed every day were better than a dozen changed less frequently. So we confined our signs to one over and one

under each of our show windows, four in all. That's the way we now have them."

"Isn't that rather expensive, getting up four signs every day?"

"No, the expense is small. Painter's wages, cost of paper and ink, that's all—except my part."

"Who does the painting?"

"We have a man right here in the shop—pay him by the week. He can do more than the four signs, so he puts in his spare time making posters to put around town."

"Do you think posters are good?"

"Yes, they are for us; they seem to sup-



plement our signs on the store front nicely."

"You say they are good for you; wouldn't this scheme work well for anybody?"

"No, it wouldn't work everywhere. You see we are on Market Street, right in the throng; just where all the cable cars have to stop for the McAllister switch. Then there is O'Brien's across the street—and women will linger around the dry goods stores you know. On a side street and under other unfavorable conditions it would not work at all."

"Returns?"

"Immediate!"

"Why do you make your signs so brief?"

"Because we have the reader's eye but a brief time—a second or two or three—not long enough to read more than twenty or twenty-five words. The shorter the better, I find. This applies to newspaper advertising too, but I think more especially here."

The signs used are about 3½ feet high by 13 feet long with a neat moulding frame. Just white paper and black ink; lower-case Roman letters about six inches high. They are easier to read than capital letters and the average of say twenty words fits in without any crowding.

FRED'K VAIL OWEN

## Some Shoe Advertising

There are a number of large shoe manufacturers in San Francisco, few of whom do any advertising, and none to my knowledge ever used billboards as a medium through which to create a demand for their products previous to the Siebe Shoe Company's billboard advertising the last year. Mr. A. D. Tourtellotte, the manager, says the Company has already felt the effects of the publicity. They confine themselves entirely to the manufacture of ladies' shoes, and their advertising is based upon the idea that consumers prefer quality rather than price. They make no low-grade goods, even their lowest priced shoes containing the best material obtainable, the range of prices being due to the finish and trimmings.

Their boards are twenty-four sheets in size, with no display except the border. The matter is in direct conversational style in plain lettering. The accompanying type reproduction shows the general style.

"Trifles make perfection but  
perfection is no trifle."

Siebe Shoes for example.

Made for particular people by

THE SIEBE SHOE CO.

At all  
wide awake dealers.

## Allen's Press Clipping Bureau

MAIN OFFICE, 510 MONTGOMERY ST.,

SAN FRANCISCO

Dealers in all kinds of Newspaper information.  
Advance reports on all Contract Work.

## GET DIRECT RESULTS

from your advertising, by using a direct medium. I distribute advertising matter in San Francisco, Oakland, Alameda and Berkeley, and guarantee that it goes into the hands of the parties addressed.

I have complete lists **up to date** of merchants in all lines of business on the Pacific Coast; also consumers' lists of all kinds; Farmers, Clerks, Mechanics, Orchardists, Miners, etc.

I will refund postage on any returns above 1 per cent, thus guaranteeing the correctness of my lists.

## Samples of my Work:

Out of 40,000 sent for Tillmann & Bendel on the Pacific Coast, 86 were returned.

Out of 33,700 sent for W. P. Fuller & Co., 52 were returned.

Out of 20,000 sent for the Standard Biscuit Co., 29 were returned.

Wm. M. WEIL,

106 Pine St., San Francisco

## "Ads"

for merchants and manufacturers. Subscription, 50 cents a year. Accept only class advertising; rates 70 cents an inch, each insertion. Published monthly by

CURTIS-NEWHALL ADVERTISING CO.,  
347-349 Wilcox Building, LOS ANGELES

Sample copy sent free

## Chas. Austin Bates

in his new book,  
"Good Advertising,"  
pays this tribute to the

## Breeder and Sportsman

*"It has been said that it is the most interesting publication of its class in America."*

Its 4000 subscribers—all men of means—think the same way.

Do you want their money?

WM. G. LAYNG, Prop'r

313 Bush St., San Francisco

ARONSTEIN & KATZ, Eastern Agents,  
Temple Court, New York.

## The Old Saying,

"A man who acts as his own lawyer has a fool for a client," applies with equal force to the man who attempts to place his own advertising without the aid of reliable specialists.

We have the habit of making advertising pay—write to us about it.

CURTIS-NEWHALL ADVERTISING COMPANY,  
347-349 Wilcox Building, LOS ANGELES

## Personal Letters

are what many a business man has occasion to use in sending announcements to customers and prospective customers.

## The Adamson Process

which we control, gives you a typewritten letter with a **copied** effect. The same letter can be sent to thousands, the address being inserted with a typewriter. Even your signature can be reproduced.

The entire effect will deceive even an expert.

We Do  
the Work.

Write for book of  
samples and prices

GEO. SPAULDING & CO.

(Printers and Lithographers)

414 CLAY ST., SAN FRANCISCO

## Hill's New Shorthand Book

offers your Stenographer

A MUCH BETTER BOOK at  
A MUCH LOWER PRICE

than the ordinary kind.

### ITS ADVANTAGES:

*The new roller cover,  
Flat opening feature,  
Light and convenient size,  
Renewable, interchangeable leaves,  
Novel indexing and filing feature,  
Temporary classification of matter,  
Low price, as follows:*

Permanent Roller Cover, full Russia, 50 c.  
200-page Books, 10 c. each, \$1.00 per doz.  
400-page Books, 20 c. each, 1.75 per doz.

**EDWARD W. HILL**

Inventor and proprietor.

**628 Market St., San Francisco**

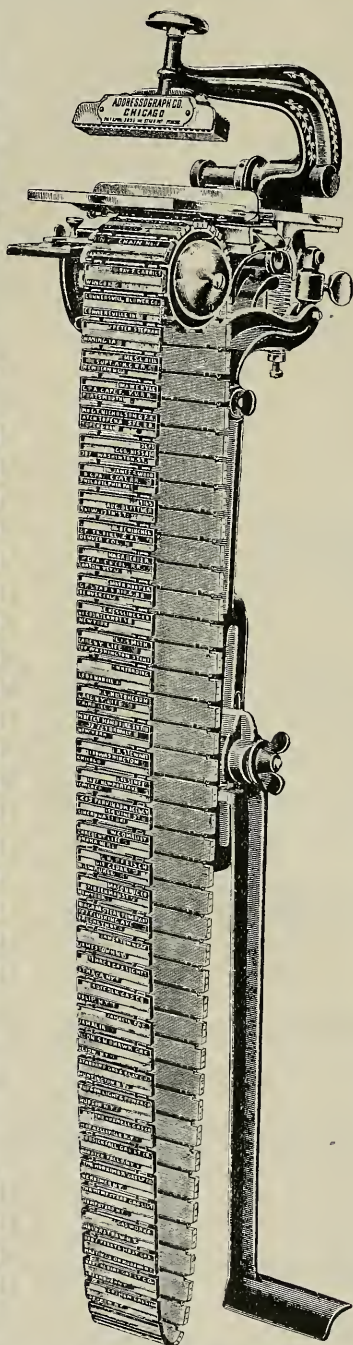
The  
**San Francisco**  
**Daily**  
**Report**

is the  
Best Evening Newspaper on the Pacific Coast,  
and because of its

**Enormous Circulation**

is, by all odds, the  
**Best Advertising Medium**





# Thirty mailed in a minute.

## The Addressograph

easily addresses 2000 letters, circulars, cards, newspapers, etc., an hour

It does it right; keeps the names always in order, in classified lists.

You **know** all mail goes to the right place—no duplicates, no errors or omissions.

The saving in postage alone pays a fair percentage on the cost of the Addressograph.

The office boy takes entire charge of the Addressograph and makes all additions and changes. Let me know the size of your list, and I will submit you prices

W. D. McArthur

210 California St.,

(Style of address)

DEALER IN

S. F.

## Duplicating Apparatus and Supplies.

THE NEOGRAPH,  
THE SIMPLEX PRINTER,  
THE LAWTON DUPLICATOR.

Send for descriptive price-lists

A Sacramento Valley Creamery

WHAT  
IS A  
CREAMERY  
?

Its a modern  
institution,  
where the  
milk of a  
district is made  
into butter  
and cheese.

WHO  
OWN  
THEM ?

Usually, the  
well-to-do  
dairymen.

WHO  
RUN  
THEM ?

Directors  
and skilled  
operators,  
usually.

ARE  
THESE  
READERS?

Yes, the  
business  
requires it.

See the  
Western  
Creamery

for the  
fullest  
information  
on these  
subjects.

SAMPLE  
COPY  
FREE.



The

Established in 1895



estern



reamery

is a successful Western publication. WHY !

BECAUSE

It is the only journal of its class west of the Rockies.

It brings its advertisers good returns for investment.

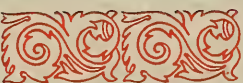
It represents the most progressive industry of the West.

ITS ADVERTISERS STAY WITH IT.

SAM'L E. WATSON, Publisher,

113 Davis Street, San Francisco

# TYPE THAT TALKS



"Schilling's Best"  
Tea ads are set  
in our type.

"Trophy" Baking  
Powder ads are  
set in our type.

Roos Bros. ads  
are set in our type—  
and a thousand  
others.

The  
Overland Monthly  
is out in a new dress  
of our type.

Three-fourths of  
the newspapers  
on the Coast are  
set in our type.  
So is the Ad Book



**American  
Type Founders Company,**

E. H. PALMER, Manager.

405-407 Sansome Street, San Francisco

Los Angeles,  
Portland, Or.

The advertisements  
of the world  
are set in our type.

"Fowler's Publicity," the  
greatest work on advertising  
and printing in the world, says:

"Acknowledgments: \* \* To the  
American Type Founders Company,  
and all its branches, for making the  
best type, and the most effective  
faces. All the type and borders used  
in this book are made by this Com-  
pany, and the completeness of  
Fowler's Publicity would have been  
impossible without its product."

SAN FRANCISCO

AUGUST 1897

# The Ad Book

A Monthly  
Exposition of  
Modern Advertising

## CONTRIBUTORS:

JOHN O. POWERS, - A. Schilling & Co.  
The Advertising of "Schilling's Best"

W. E. JOSLYN, - - - The Emporium  
Advertising, to be Effective, must be Refined

JOHN W. HOWARD, Hadwen Swain Mfg Co.  
How Competition Affects Quality

JAS. G. TAYLOR, - - A. Schilling & Co.  
Good Headings

A. E. SHATTUCK, - Pacific States Type F'dry  
California, the most Inviting Field for Advertising

FRED'K VAIL OWEN, Editor



# Advertising Made Better

The Fowler Correspondence College of Advertising method does not teach nor dictate—it is calculated to assist the advertiser, by suggestion, advice and criticism, to make his advertising more effective. It represents the public-seeing-side of his business. Drop a postal for comprehensive announcement to FRED'K VAIL OWEN, Pacific Coast Manager, 31 Halleck Block, S. F.

Telephone Clay, 331



# The Ad Book



A MONTHLY EXPOSITION OF MODERN ADVERTISING

VOLUME I

SAN FRANCISCO, AUGUST, 1897

NUMBER 2

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES:

On cover, \$50 a page; \$30 a half, \$20 a quarter.  
Inside pages, \$25; half page, \$13; quarter page, \$7.  
Less space, 20 cents a line, nonpareil; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

FRED'K VAIL OWEN, Editor

JOHN W. MILNES, Advertising Department

SAM'L E. WATSON, Manager

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

OFFICE, 320 SANSOME STREET, TELEPHONE, CLAY 381

There were delivered from the bindery, 3267 perfect copies of the July AD BOOK. All but a few were put into the hands of advertisers and users of printing.

It may be well to say that the opinions and views of contributors to the AD BOOK do not necessarily have editorial endorsement. The editor's views will be found on this page, in signed articles, and in the department "For Better Advertising."

It is said that a woman will go ten blocks and pay two car fares to get a dollar article for 99 cents. I do not know if this is true, but I was told of a case that seems to substantiate the assertion.

A Market street dry goods house bought a lot of ladies' jackets, and put them on display as a great bargain for \$5.00. A rival house found to their surprise, that they had

bought a lot of the identical goods. Five dollars was a low price for them. They put theirs in the window and marked them \$4.98, but said nothing about their being "greatly reduced" or a "tremendous sacrifice." Result; the house with the five dollar price sold very few—the sale was a failure; the house that sold two cents under them, sold out in two days. Both were advertised; both were well displayed in the windows, and the goods were identical.

There must be a good reason why people should trade with you, or they will not do it. They may come once—possibly twice—if your advertising interests them. But you can't live on such transient trade—it will not pay you to advertise for it. If there are good reasons why people should trade with you, tell those reasons plainly; imagination and business are not a good team. If you have better goods than others, don't content yourself with saying just that, but tell it in a way to convince—give good reasons why they are better, and give reasons that will appeal to the judgment. Let your ads be convincing. You frequently see in an ad "Call and be convinced." How weak that is! The advertiser virtually says his advertising is not convincing—not trustworthy—you must come to the store to be convinced. Most people will stay away. Every ad should bear the stamp of truthfulness. It should have an air about it that says; "These are facts; the store will bear them out." And then see that the store does bear them out.

# The Advertising of "Schilling's Best"

[The most serious attempt ever made by a local manufacturer to advertise his productions, is that of A. Schilling & Co. "The Schilling's Tea ads" have become known throughout the country, and are so marked a departure that they are regularly read by people who "never read advertisements." I asked Mr. Powers to write an article on his advertising; he said his views, methods and work had been fully set forth in a little book — "Money-making"—which upon examination seemed good enough to lay before our readers in its entirety. Mr. Powers has written an introduction to it; together they form an exemplification of true advertising applicable to any business by anyone.

Editor AD BOOK]

## INTRODUCTION

My views about proper advertising are best expressed in the book which I wrote for A. Schilling & Co., and from which you tell me that you are going to make some quotations below.

There is a difference between proper advertising and "successful" advertising—that is if you take success from the point of view of the average business man.

From this point of view, I suppose that the claim made by Bromo Seltzer—"cures all headaches"—is successful advertising. Of course it is a lie. Bromo Seltzer does not cure all headaches and probably the man who gets rich partly by means of that lie, would not personally tell his friends that lie.

"But it is advertising and of course nobody believes advertising, and so there is no harm in the lie."

The result of this is that advertising is

losing credit, instead of gaining credit, as it would if it were in the hands of careful and honest men.

I admit that such use of advertising, if cleverly done, and backed up with good and thorough business management, is quite as likely to make money for the advertiser as honest advertising—perhaps more so in the case of medicines, because people like to be scared out of their livers. But such advertising throws discredit upon the business; and some day will make it so discreditable that decent men will not stay in it.

However, such truths as these, no matter how plainly put, will not appeal to those who wish to get rich by sucking the life-blood out of advertising, that they themselves may grow fat.

"Money-making" was not written with the hope of reforming these parasites, but to help those who want to make money in such a way that neither they nor their customers, nor the advertising business, may in any way suffer by it.

By the way, most advertisers fail because they expect the advertising to "do it all." It will not unless you take advertising in the very broadest sense—that is, not only of attracting attention to the goods, but of turning that attention into money. Then it is advertising and then it should pay.

Another purpose of the book is to bring out this fact. JOHN O. POWERS

## MONEY-MAKING IS HARD

in the grocery business because there are so many ways to fail and so few ways to succeed. Money-making is easy, because, when the way is found, it is so clear and agreeable to follow.

A merchant who goes about his business; selects his goods carefully; buys them at a fair price; sells people what they want; keeps his store clean and good-looking; and delivers his goods on time—that merchant is going to make money.

He can make more money by careful and proper newspaper advertising. But this is a dangerous subject. A great deal of money has been lost in advertising because people do not understand it; they think that advertising is cutting up antics in the papers and saying smart things without regard to what they mean.

They are wrong. Advertising is not advertising unless it puts the reader or looker into a mood to buy your goods. Whatever attracts attention and at the same time makes people respect and like you and, above all, want your goods—that is advertising, and that is money-making, whether they see it in the papers, on the fences, or in your store window, or in your store itself.

It is not costly. It takes considerable attention, but not much money.

### WHAT IS ADVERTISING?

That is, what makes people think of you, and come to you, and buy of you?

Some time ago, we saw a grocer's window in San Francisco plastered with signs of all sorts: a cigar sign, three theatre bills, a chewing-gum sign, a cigarette sign, one minstrel-showbill, one chew-tobacco sign, and one soap-powder sign. We actually had to peek between the signs to see what was in the window—lamp chimneys!

This is not advertising.

Another example of not-advertising is the following:

A printer we know of, a good printer, has so dirty a shop that it is almost impossible to believe that he can do clean work. If we had seen his shop before we saw his work, he would never have done anything for us.

These are not-advertising—this dirty printer's shop and the ugly ungrocerlike grocer's window. They turn people away.

Not-advertising, then, is turning customers away. Dirt or untidiness is not-advertising; telling lies, whether with your mouth, or with signs, or in the papers, is not-advertising; discourtesy is not-advertising; having loafers in the way is not-advertising; too much pressing the sale of things that are not wanted is not-advertising; too much talk is not-advertising; selling goods that will not give satisfaction is not-advertising.

You see advertising is something more than spending money in the newspapers. It is making every move of your business such as to bring people to you—not sending them away to your neighbor grocer. Everything that a business man does is, in a broad sense, advertising or not-advertising.

### ADVERTISING IS

1. *Clean store.* Maybe the dirt on your floors does not get into your sugar; but if your floor is dirty do you blame your customers for suspecting your sugar and your tea too?

2. *Good management.* Having everything on hand, ready to put your hands on; not keeping your customers waiting for change and for wrapping up longer than necessary. Clever newspaper advertising can be ruined by bad store management.

3. *Neat Clerks.* Your store has cost you a good deal; maybe you have advertised for customers. So, when a customer comes to your store, you can't afford to let her be turned away by ill-mannered or slovenly-dressed clerks or loafers.

4. *Good manners.* Courtesy to everybody, whether well dressed or not, lookers or buyers—maybe they will buy to-morrow. It is impossible to suggest a standard of manners for the many different kinds of stores; but this is certain: a store should never be stuck-up, and it never should be rowdyish; it should always be comfortable. Whoever comes into it should feel that she is welcome. Of course, your store is your own and you can act as you like in it; no one has a right to question you. But, if you do not make people comfortable, they will go where they are made comfortable. You will lose their trade.

(This does not apply to grocers who have a "monopoly" in their region; and yet people will buy more freely if they are made to enjoy it. Besides, someone may start a new store some day, if the old one is not popular. The same is also true of paragraph 7.)

Above all, avoid the extremes of roughness and toadyism—especially the latter. Courtesy is always acceptable.

5. *Frankness.* Don't be afraid to offer a suggestion to a customer for fear she may think you may have an "axe to grind." There is no reason why you should not make money, and why should she complain if you do? If you don't make money, how can you stay where you are and bring to your customer the goods she wants from the different

parts of the world? Let your customer see (without telling her) that you are friendly—that your business is making money by serving her; and that the more you can serve her the better you will like it, because that means more money-making.

6. *Help.* Do your customers a good turn now and then, though it may cost you a little something. A cent spent in this way will very often seem a dollar to them. A little help given with a great deal of courtesy goes a long way toward creating good will.

Don't lose the benefit of doing your customer a favor by telling her about it. That makes her feel mean, and you don't want anyone to feel mean in your store. Help her as if it were a pleasure to you. That will make it a pleasure, and you will get ten times the good-will that you would get if you did it grudgingly.

7. *Good goods.* You can't afford to lose a customer. There is nothing—absolutely nothing—that keeps customers but money's-worth right along. So-called advertising may get an occasional customer; but poor goods will lose you that customer some day, and your advertising will turn out to be very costly unless money's-worth stands back of it.

(For a possible exception to this see note under paragraph 4.)

8. *Honesty.* The best policy in the world—so good that some people, not naturally honest, have "adopted" it on account of its "paying" qualities.

People are better judges of human nature than of goods. Your customers know almost nothing about sugar and tea, but they know something about you, and they judge your sugar and your tea, to a very great extent, by their knowledge of you. If they think you are tricky, they buy of someone else. Would you yourself buy your eggs of a tricky farmer?

Under this head comes substitution. If a woman orders Royal baking powder and really wants it because she understands how to use it, it is not wise to send her Schilling's Best just because you can make more profit on it—no, not even if you know it will please her better. For, if, without trying the baking powder, she finds out that you make more money on Schilling's Best, she may suspect you of putting your interest ahead of hers in this and in other matters. But, if you persuade her to try Schilling's Best, that is not substitution; it is a proper regard for your customer's interest.

9. *Generosity.* A powerful means of success when wisely administered and not excessive. Let your customers feel that they are always sure of a full money's-worth at your store, and go beyond it if you can safely. In fact, wherever it is possible and safe, let your customers understand that they may bring back what they don't like and get their money.

This money-back idea we think so well of that we have made it, in connection with first-rate quality, the key-note of our business. We don't want a customer to keep our goods unless she likes them. We would rather have her good-will than a profit, so we say to you: whenever your customers do not like Schilling's Best, give them back the full price that they paid for it, and let us pay you the full retail price.

One advantage of money-back is: it takes away the risk of buying, and that makes buying more free.

Another advantage: it implies that goods are so good that customers won't want money back.

The usual way of advertising goods is to shout, best! BEST!! BEST!!! The better way is to say, your money back if you don't like them; for, although people are not good judges of quality, they know what they like.

If you are doubtful about the value of "money back if you don't like it," work the idea hard on Schilling's Best—all money-back goods—and see what its effects are. Then, if you choose, apply it to some of the other things in your store and stand the loss if you have to (and stand the increased trade, if the size of your store will permit). But whatever you do, do it freely. Do it as if you liked it. Make your customers feel at ease.

But money-back is expensive when goods are not right.

10. *Windows.* A man shows his character in his face, in his dress, in what he says, in what he does. So should your store show its character on its face, in its dress, by what it says, and by what it does.

Let your windows show what is going on in your store. Let them contain your latest

and best news. Don't put in sugar, don't put in soap. Put in something that you would not be expected to keep, or something that nobody else in town has, or something that you think particularly well of, or, once in a while, a good healthy bargain, or something beautiful—in short, put in something of real interest.

Change your windows often—to keep the people interested and curious.

People pass your store every day and have no idea what good things you have in your store unless you show them. They think you are an average grocer, while you may be far above the average. And yet how can you expect them to know it, if you take no pains to tell them?

Put in signs where they will help bring out the "point" of your window; otherwise leave them out.

11. *Signs.* Your signs are salesmen. Let them be decent and neat and straightforward; let them say something and mean something. Your store is for business; to sell goods in, and to make money in. Anything whose purpose is not to sell goods or make money is in your way. If it is pretty, it belongs in your house but not in your store. Of course there may be a sign so charming, so full of pleasant suggestion, that it makes a customer bubble over with goodwill toward the article advertised; but this is rarely the case, and most grocers make the mistake (cited in the beginning of this book) of littering up their store with signs.

We have lately made some signs that will help you if you use them right. The proper use for them is to hang them where they will not interfere with anything and where they can be easily read. We have tried to follow our own counsel and have tried to make them straightforward and agreeable, so that your customers will be glad to see them. Below is a fac simile of one of these signs reduced in size—the original is 7 x 11 inches. Both sides of the card are shown, below:

**Schilling's Best tea  
makes  
meat and potatoes  
luxurious.**

**Have you heard of  
money=back tea?  
We sell it.**

You may have as many of these signs as you want. There is a catalogue of them at the end of this book. Each sign has a number. In ordering, simply give the number. They are all printed in black type on white cardboard, like the sample above, and have a hole in the top to hang them up by. They are printed on both sides, one sentence (generally) on each.

They should help your business; but they can hinder your business if you let them get dirty, or use too many of them, or put them where they are offensive, or advertise articles that you don't keep.

Don't keep them after they have got dirty or fly-specked; send for more.

12. *Newspaper advertising.* What we said about signs is true of newspaper advertising as well; but in the newspaper you have more space, you can change your wording oftener, and you can be a little more conversational.

Let your advertisements mean business. Let them be what you are or what you would like to be; straightforward, modest, frank, winning. Every man wants to be believed; have your advertisements believable.

Some men, when they take a pen in hand, become embarrassed; and they try to cover up their embarrassment with big words and high-sounding phrases and impossible statements.

The fact is, it is hard to be natural—so hard, that we are often asked by merchants to help them in their advertising. In response to these requests this book has been prepared, these signs made, and some advertisements written. As these merchants have asked us to advertise, not their own business, but Schilling's Best, we have confined our signs and written advertisements to Schilling's Best; but the same principle applies to your business throughout; and, when you have understood it, you can carry it out yourself.

Any suggestion that you can find in this book is yours, whether you sell Schilling's Best or not.

Don't expect *Schilling's Best*

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

to turn the world upside down.

They won't; but they do take some of the wrinkles out of living.

Money-back dealing is organized honesty—safety, if you prefer it.

*Schilling's Best*

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

are money-back goods.

## Good Bicycle Advertising

The volume of bicycle advertising seems to be increasing, but the quality shows very little improvement. Some very good magazine advertising is done, but that in the daily papers is usually crude and of the unprofitable kind. The New York City dailies probably carry more bicycle advertising than the dailies of any other city, but out of the columns devoted to exploiting the wares of the different manufacturers, there is but one that stands out with any degree of attractiveness, in the sense that the advertising man looks for attractiveness. There is but one bicycle factory in New York City, and it is this factory which is doing the advertising that looks like it ought to produce results.

Occupying but small space, generally an inch and a half, without any illustration and only one line of display, the advertisements of the Kimball Bicycle not only attract the reader, but secure an interest in the wheel which the larger and more elaborate advertisements of other wheels do not and cannot be expected to do. Most of the advertising is directed toward getting the reader

to come to the factory and see how the wheels are made.

Very little is said about the wheel itself, but you are invited to come to see it, and see it made. This certainly is a new idea in bicycle advertising, an idea applicable particularly to the local trade, yet it cannot help influencing favorably those who are unable to visit the factory.

I went down to the factory and had a talk with Mr. M. A. Marsh, who attends to the advertising for the firm, and I found the factory all that the advertising led me to believe it was. Its location makes it of convenient access, and the equipment certainly is calculated to impress the visitor. Mr. Marsh told me he knew very little about advertising; had been advertising the Kimball four or five months. The advertising certainly brought patrons to the factory, and it certainly sold wheels. They were able to trace direct results, and looked for many more to come in the future.

I asked him what they did with visitors when they came to the factory in answer to the advertisements, and he said that they made them as thoroughly familiar with the method of making the wheel as possible

and showed them everything there was to show about the factory, had them register their names, so catalogues and other literature could be sent them in case a sale was not made. While results at that time had not been sufficient to determine just what value might be placed upon the form of

## “Kimball” Bicycle.

Buy your next bicycle intelligently; visit the “Kimball” factory; see how it is made; ask questions—it will help you choose.

Phillips Mfg. Co., 307-309 West Broadway, close to Grand St. station, 6th Ave. E., and 300 Broadway

Drop into the “Kimball” factory. It is very interesting to see a bicycle built, besides it gives you points on buying one.

Tons of machines were sold last year as bicycles, and this year as old iron. Visit the “Kimball” factory and you will learn the difference between a bicycle and scrap iron.

Our latch-string is on the outside. There are no secrets in the “Kimball.” Call at our factory at any hour and learn the ins and outs—chiefly the ins.

Don't buy a “Kimball” on faith. We want any one interested to go through our factory and see. Do you know of another maker who offers this?

Bicycle enamel (like charity) covers a multitude of sins. Come to-day and examine the “Kimball” before it is finished. Our factory is open.

Ladies are invited to visit our factory. An attendant will show how our wheel is made and explain why it should not be built differently.

Order one made; watch its making. Our factory is open and right at hand. You can oversee the whole process.

“Kimball” Bicycle is made in public. The factory is open to you; come and look for flaws. The “Kimball” is built to last.

advertising they were doing, it seemed to indicate that they were on the right track and they intended to extend their advertising to other fields as rapidly as circumstances seemed to warrant. Mr. Marsh said that at present their advertising was confined to the daily papers, but that he believed in magazine advertising, and also felt

that he could use street cars and bill boards. Unlike nearly all the other bicycle manufacturers they are not using racing men, but are depending solely upon newspaper advertising, and the work of regular agents.

The reproduced illustration shows the uniform style and size in which the entire series is set, and the matter in small type shows the contents of the ads not reproduced. The advertising for this bicycle is prepared by Messrs. Geo. Batten & Co., 38 Park Row, New York, and is sent to the newspapers in the form of electrotypes, so they appear uniform in each publication.

FRED'K VAIL OWEN.

## Good Headings

The first business of an advertisement is to arrest the eyes of possible readers.

Distinctive features will do this—as size or style of type; size of space used; apt and attractive illustrations; good headlines.

My experience has led me to believe in a happy combination of type style and good headings.

Type style alone may perhaps arrest the eye—without necessarily arousing the mind to an interest in the subject matter.

But a good sensible heading, having some intrinsic meaning, relative to the thing advertised, set in forceful type, will usually have the double effect of arresting the eye and arousing the mind.

True, it is the force of the matter that is expected to convince probable buyers. But the advertisement has to be read to do this; and, as a rule, there needs be a guide indicating that the matter bids fair to be interesting—therefore serveth the heading.

Then let your advertisement heading (with rare exceptions) pertain to your advertisement matter. Strive to be interestingly sensible—not sensational, not flippant. Get the eye, but not that alone. Kill two birds with one stone—in getting the eye, get the mind.

JAMES' G. TAYLOR

# The Sacramento Bee's Advertising Contest

The Sacramento Bee has for a number of years pursued an educational policy with its advertisers, doing its best to assist business men to a proper understanding of how to get the best results from their advertising.

The leading adwriters of the country have been engaged to write articles on advertising, notably Chas. Austin Bates and Nath'l C. Fowler, Jr. Samples of good and bad advertising have been given, and in every way the Bee systematically interested itself in the dissemination of advertising knowledge.

Last year the Bee decided upon a rather novel scheme, that of an advertising tournament. Three prizes were offered for the best advertisement appearing in the Bee during the month of May. That the prizes might be awarded strictly on merit, the advertisements of the month were submitted to Nath'l C. Fowler Jr., who has been for years the leading authority upon advertising in the United States, and who no longer being an advertisement writer, is fully removed from any prejudice.

Great interest was aroused in the contest, and advertisers showed the effect of the stimulus by a very marked improvement in their work.

The contest undoubtedly was of great value to Bee advertisers and incidentally to the Bee; and it may be here remarked that the Bee is noted for two things: the price it gets for its advertising space, and the returns the advertisers get for the space.

Below is reproduced the letter of award from Mr. Fowler, and the advertisements that won the prizes.

Nath'l C. Fowler, Jr.

Tribune Building New York

The prizes are awarded under the following conditions;—

First: The advertisement must bring people to the place of business, or must create sufficient interest to suggest investigation. The answerer must apply with a

fixed determination to buy, or must request further information.

Second: The advertisement may be specific or general, and if specific, must forcibly present the point, or points, of advantage, in the most convincing manner, or else give definite information that the reader may think out the solution himself; or, if general, it must present the reputation of the advertiser, and prove that it pays to do business with him upon general principles.

Third: The value of an advertisement is in how well it does its work, but as these

advertisements must be judged before they have opportunity to prove their effectiveness, I must award the prizes upon reasonable probability.

Fourth: Brevity is a most vital consideration, and typographic display of the utmost importance. If the advertisement is not well set its advantages may not be discovered.

Fifth: The prizes must be awarded upon the complete effectiveness of the entire advertisement, including the adaptability of the advertisement to the work which it ought to do, with brevity, fact,

sensible originality, clearness, argument and typography all considered.

Sixth: The adaptability of the advertisement to its work must be considered first, for the advertisement which may read well and look well, may not be in harmony with the business, and therefore have more apparent than real business-bringing value.

Seventh: I have carefully examined the original copy, and have not given credit for good typographical display, due almost entirely to the compositor, but I have given the writer typographical credit if his copy was so written that any compositor of sense could not help making a good job of it.

## Is Your Money Idle?

Then get it to work in some safe place where it will pay you a moderate rate of interest.

Two-story dwelling containing four large rooms on the first floor, and five bed rooms up-stairs, on O Street near Eighth, on a lot 80x160. If you do not wish to pay cash then pay \$500 down and a payment each month on the principal, and interest at six per cent. on amount remaining due each month.

\$4000 at six per cent. pays \$20 a month. This place will rent for \$31 a month, leaving \$11 for taxes and water, besides having room for one house facing O Street and three small houses on the alley.

**WRIGHT,**  
402 J.

Advertisement awarded

First Prize.

## FIRST PRIZE:

To the advertisement headed, "Is Your Money Idle?"

This advertisement fulfills all the conditions of a successful announcement. It is extremely simple. It cannot be misunderstood. Its heading catches the eye, and a glance absorbs the full meaning of the advertisement. The typographical display is perfectly plain, and of great distinctness. There is not a superfluous word in the advertisement. The argument is perfectly sound. The descriptive part could not be briefer, and tells the entire story. The advertisement is adapted to its purpose. Everyone with spare money or who knows of someone who has money to invest, will read this advertisement. The advertisement will bring people to the place of business, and create a demand for further investigation.

## SECOND PRIZE:

To the advertisement headed, "To-morrow Is Wire Mattress Friday!"

This advertisement fulfills the successful conditions almost as well as that receiving the first prize, but it contains a few points



(Rear View.)

**To-morrow is  
WIRE MATTRESS  
Friday**

*At Breunr's. Now pull off that rickety, creaking, uncomfortable mattress and make kindling wood of the frame. To-morrow as our Eighth Friday "Stir-em-up" we will sell Jumbo Woven Wire Mattress at \$1.75. Regular price \$3.50, and a very fair price at that.*

*Look at it! The wire netting rests on 24 strong spiral springs, set on solid cross bars, and supported at both ends and sides by strong coiled wire springs. A strong coiled wire also runs through the edges of the wire netting. This makes an unusually strong, elastic and comfortable mattress—as firm on the edges as in the middle.*

*An honest \$3.50 Mattress—\$1.75 To-morrow. We want the town to talk about us!*

**John Breuner**  
504-606-608 K ST., SACRAMENTO

Advertisement awarded Second Prize.



**\$2.50**

The new and very nobby Southern Button. Vamps of soft, dark-colored tan "chrome" kid—tops of cloth to match—needle toes, with pointed tips. Widths AA to E. \$2.50.

**LAVENSON'S,**  
Fifth and J Sts.



**\$2.00**

A low-priced "Southern Tie, of Superior excellence. Uppers of fine brown-colored "vici" kid—brown cloth tops to match—Razor toes, with tips and turned soles. AA to E. \$2.00.

**LAVENSON'S,**  
Fifth and J Sts.



**\$2.50**

Genuine Stitched French Heels. Just think of it, and for only \$2.50. They're the popular Southern Tie style—tan "vici" kid vamps, cloth tops and razor toes. Six widths. \$2.50.

**LAVENSON'S,**  
Fifth and J Sts.



**\$1.50**

Slippers, with strap over instep and ornamental bow. Made of fine "vici" kid—pointed toes and hand-sewed soles. Suitable for either house or street. Any width. \$1.50.

**LAVENSON'S,**  
Fifth and J Sts.

Advertisement awarded Third Prize,

subject to criticism. Buying mattresses is serious business, and I doubt the advisability of having a clown present the article, and then the advertisement contains a few superfluous words. There is no need of saying, "Rear view," nor is there any value to the following sentence: "We want the town to talk about us." These are small matters and are just sufficient to bar out this advertisement from taking the first prize.

## THIRD PRIZE:

To the advertisement presenting in a group, four distinct shoe announcements.

This composite advertisement is as simple, and as concise, and as plain and distinct, as the one taking the first prize, but it lacks snap and energy. It tells its story without a useless word, and presents one of the better ways of advertising four articles at a

time, with each retaining its full individuality. The cuts should be in outline, as solid cuts like those used never print well in a daily paper.

#### HONORABLE MENTION:

To the advertisement giving "Former selling price," "Amount reduced," and "Sale price."

**\$1.50** Former Selling Price.  
**.65** Amount Reduced.  
**\$.85** Sale Price.

☐ WE PLACE ON SPECIAL SALE TO-MORROW CHILDREN'S WHITE DUCK SUITS, HANDSOMELY TRIMMED. REGULAR \$1.50 QUALITY.

**SPECIAL PRICE, 85c.**

I do this as an ad to get mothers acquainted with our BOYS' CLOTHING DEPARTMENT who have not visited it. Call in, make yourself at home, walk around and see the natty goods for Spring.

*Albert E. Jones*  
 OPP. PLAZA

**The Boys' Clothier.**

Advertisement awarded Honorable Mention.

This advertisement would have been awarded one of the prizes had it been arranged, typographically, so that a glance would have told the reader that the mathematical problem, so excellently worked out, referred to something in particular. The advertisement as it stands, appears, until about half of it is read, to be suitable to almost any business.

While blind headings are sometimes profitable, it is always advisable to have the heading either directly refer to the goods, or to have some apparent specific connec-

tion with them, and not to be adapted to almost any line of trade.

At least twenty-five of the advertisements are worthy of prizes and it was extremely difficult for me to sift the number down into three prizes and an honorary mention.

It may interest you to know that three competent judges of advertising, one lady and two gentlemen, fully concur with me in the decisions made. I called them into council, as I desired that no personal opinion of my own remain unsupported.

It may be well for me to state, I awarded these prizes entirely without prejudice, for I have no acquaintance whatever with the advertisers eligible to competition.

Sincerely yours,

NATH'L C. FOWLER, JR.

#### Mr. Fowler's Comment on the Ad Book

Nath'l C. Fowler, Jr.

Tribune Building

New York, July 27th, 1897.

Editor Ad Book:

Accept my most sincere congratulations on the appearance of the first number of the AD BOOK. It is a credit to you, a credit to the Pacific Coast, and a credit to the advertising craft. Typographically it is perfect; and its contents are fully equal to its appearance.

You have a way of expressing yourself that is positively brilliant, and is, at the same time, thoroughly businesslike. I predict great success for the AD BOOK. It will deserve it whether it gets it or not.

I am supposed to criticise, and do so as a matter of habit. Therefore you will permit me to take slight exceptions to your cover—the outside front cover. I do not think it equal to the inside of the book. I think it could be made much stronger by the introduction of another color of ink, and some changes in the design.

Very truly yours,

N. C. FOWLER, JR.

## An Era of Economy

The man who gets "a fit of economy" sometimes tries to "take it out of his printer." That's a mistake—he takes it out of his own pocket—cuts down his own profits.

Because, cheap is of necessity poor, and there is only one kind of printing that is worth what it costs. It must befit your business—be correct and well done. I'm not the lowest-priced printer, but no one prints better. F. H. ABBOTT, 316 Battery St., S. F.

My booklet, "Quality Tells," for a postal.

Telephone Main 1299

# Advertising, to be Effective, must be Refined

*"By the Work we know the Workman"*

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All retail advertising is directed primarily to women. Even when the advertiser sells goods which are used only by men, it is to the women readers that he consciously or unconsciously directs his appeal. If the advertiser be a clothier, and he advertises in an attractive manner, some especially good bargain in men's suits, he will find upon inquiry that more than one-half of the purchasers who came to his store in response, were influenced by the women folks. It is the wife or mother who first notices that husband or sons' coat is getting shabby, and remembering Goheim's coat sale announced in the morning papers, suggests a visit to the store to see if the coats are as represented.

Again, if the advertiser be in the family wine and liquor trade, it is the house-wife to whom he addresses his advertisement, for it is she who first notices that there are only two bottles of claret left and tells husband that "the St. Julien Vineyard folks are advertising the same kind that we had before for \$2.75 a dozen."

And so with any line of retail business, it is the women who are appealed to; therefore advertising should be prepared in a form attractive to women, and should be prepared only by people who can appreciate the delicate sensibilities of refined women.

Appearance counts for much. Buyers do not have time to look very far beneath the surface — they judge by the appearances, first, and investigate later by examination. Always try to create an appearance in your advertising that will please a thoroughbred woman. Perhaps these two pictures of the same garment, drawn by different artists will serve to illustrate my meaning.

The jacket was placed on an ordinary store form, and two artists, who were applying for the position of advertising illustrator in the store, were asked to make pictures which would influence the sale of the garment.

The originator of No. 1 was a young man who lived away from home; who "run around with the boys," and had a good time generally, who didn't stop to study "the whys and wherefores" of things, and who had very little, if any association with women of refinement.

No. 2 was drawn by a young married man who has had the advantage of much travel in this country and Europe. His folks were cultured people of ample means, and his associations have always been with the better class of society. The personal habits and tastes of each man are unmistakably indicated in the faces of the women they have drawn and the different manner in which their models are made to wear identically the same garment.

Women judge you and your store by the appearance of your advertising matter, and by the statements that you make in print. Your true character is bound to come to the

surface in your advertisements sooner or later. A prosperous business is largely due to the good will or friendship of the public towards a store. A woman makes personal friends of those who are congenial to her, and it seems reasonable to suppose that the store which approaches nearest to her ideal of gentility and refinement would be the most congenial to her as a shopping place.



No. 1

If, in his public announcements, a merchant makes a personal attack upon his competitor in business—such as a slur upon his religion; or a statement that his business methods are questionable; that his help are poorly paid; that his goods are shoddy; that his store is dingy, and a thousand and one other things that could be said, (sometimes truthfully) it injures the advertiser far more than his competitor, for the women who read the advertisement, say, what a mean, spiteful man he is who wrote this; he must be afraid that the other fellow will get some business. And if the woman stops to reason the matter out still further she will come to the conclusion that the other

fellow must have the right goods at the right prices or Mr. Merchant wouldn't be so afraid of his getting some trade, and resort to libeling methods to undo him.

Good advertising is but simple truth, plainly told—every word of it being about your own business, as though there were no other stores in existence; and, as nine-tenths of those influenced by it are women,



No. 2

it should by all means be dainty in appearance, and refined in wording—the fewer words the better.

W. E. JOSLYN

## The Publishers' Collection Agency

—COLLECT—

Delinquent newspaper subscriptions and advertising accounts. Send for list blanks to either of our offices. Main office, St. Paul; branch offices, New York, Amer. Tract Soc'y Building; Chicago, 113 Royal Insurance Building; Omaha, Pittsburg and Ogden.



## How Competition Affects Quality

Competitive bids in any business tend to reduce the price of the commodity upon which the estimate is made. Given an equal cost to all bidders and it would only depend upon the one who would be satisfied with the least amount of profit to put in the lowest bid. Many consumers of printed matter, not knowing how many ways there are of cheapening a job, look upon the man who bids much higher than another as being in too great a hurry to get rich. Such is not the case. Many details enter into an estimate of a catalogue, souvenir or other similar work that are entirely overlooked by some bidders, or if not entirely overlooked are underestimated. Again, some printers employ none but high priced workmen, rent expensive offices and will not be satisfied to do any other than a first-class job. These latter always estimate on the best stock, allow a good price for the mechanical work, figure on rent, insurance, interest, wear and tear of material, a percentage to cover alterations and changes and then another percentage for profit. Unless the customer is satisfied that by paying a higher price he will get enough better work to pay for the difference, this latter printer frequently loses the business, and usually is satisfied to do so. Many printers have told me that if they get but one job in twenty on which they estimate, they are satisfied, not because they make so much on the one job, but because they are called upon to give estimates upon so many, that if they secured a much larger proportion they would not have the necessary facilities to turn out the work.

Every first-class job is an advertisement for the printer who executes it, and generally brings new customers, or at least applications for estimates from new customers.

But now let us see how the lower bidder, if successful, comes out. If the job is a large one he looks around for some extra help. There are plenty of poor "prints" around the corners, and some of them will work cheap and do cheap work. They are employed and the work begins. As it progresses the expense is figured up and the printer finds the work is costing more than it should. So the men are hurried, anything goes, and finally the work is ready for the press. As the composition has exceeded its proportion of the cost, something must be saved on the paper and presswork. This is done at the expense of the customer, who usually does not know but what he is getting all that he would from the highest bidder.

Good printing costs more than poor, and if consumers who wish good work would get estimates only from those who do good work they would find much less difference in the bids.

There is a tendency among many of the merchants and others who are large consumers of printed matter to do this, and it not only results in more satisfactory work, but it enables the good printer to exercise his artistic ability, and produce new and novel effects that not only repay the customer for the additional expense, but encourage the printer to renewed efforts, all of which are eventually good for the advertiser.

It might be too much to hope for, that the time would soon come when competitive bidding on printing would cease. But there is no doubt that the benefits derived from allowing the artistic printer a margin on which to work, would result generally in much better and more artistic printing, and be fully worth the difference in price to the customer.

A few years ago, it was customary to advertise with dodgers, many merchants ordering a hundred thousand at a time

The price of this class of work varied from twenty-five cents a thousand upward. What merchant of today would think of sending out doggers?

Successful advertisers of today are looking for the daintiest souvenirs, the oddest designs, embossed work, deckled paper, new color effects, etc. They do not send a postal to twenty or thirty printers to call on them and give an estimate, but look up who printed such and such a sample that they have received through the mail from some merchant in a similar line.

Try this, those of you who want to advertise successfully. Give a good printer a chance to spend a little time to get you out something new and novel, and pay him for doing it, and you will receive more benefit from one such job than from twenty mediocre ones.

JOHN W. HOWARD

## Street Car Advertising

Talking with a large general advertiser who uses newspapers, street cars and billboards, he said he didn't think street car advertising in the summer worth as much as in the winter; a good many open cars are used, and people do not read advertising in open cars, and everybody rides outside who can, on all cars. On the other hand billboards are worth more for the very same reason—people look out from the cars and read the ads on the boards as they go along.

I asked him what he thought of street car advertising anyway as a general proposition.

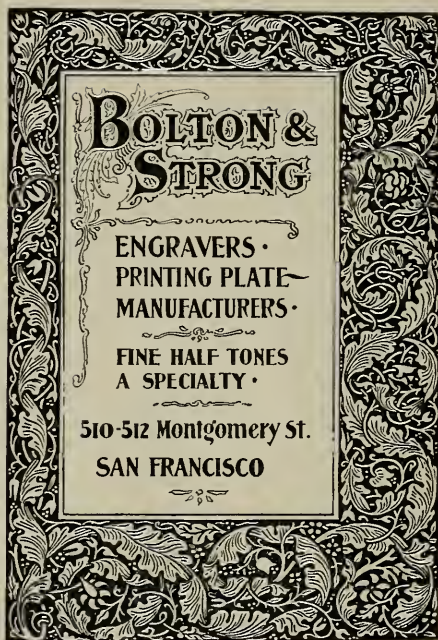
"Rather expensive; can't trace returns much, and after all it's only auxiliary to newspaper advertising."

"Then, if you had an appropriation that was not large enough to go into newspapers and the street cars thoroughly, would you divide it between them?"

"No, I would cover the newspapers first. Advertising should be concentrated and not scattered, covering the field thoroughly as you go."

"Well, you have a good deal of money in street car advertising, have you not?"

"Yes, but I have more in newspapers and I am also on billboards and various other forms of advertising. I have left out no medium that seems of value. I am trying to make my advertising successful."



### A Monthly Journal.

**AS TO CIRCULATION:** The American Newspaper Directory says in its last issue: "In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to transportation and traveling is accorded to THE TRAVELER, published at San Francisco, and the publishers of the Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it."

For advertising rates, or sample copy, address **Wm. V. BRYAN, Prop.**, 20 Montgomery St., San Francisco

THE TRAVELER is admitted to be "the most beautiful paper" published. It reaches the best class of people—who can afford to buy what they want.

## Advertising: East and West

After a three month's study of advertising methods in New York City and on the Atlantic coast, I am more than ever impressed with the need of a kindergarten on this coast for the instruction of advertisers.

Advertisers like "Pear's Soap," "H-O," "Macbeth's Chimneys," "Vapo Cresoline," "Electro Silicon," and a host of others, employ an expert, or if you choose, a professional, to place all their advertising. These experts, who are paid salaries varying from three to six thousand dollars a year, make a careful study and familiarize themselves with all the leading journals throughout the country. They know their clientele and the field that they may hope to cover by making use of their columns.

In San Francisco, the advertising to a great extent, is done regardless of common sense, and is not in the hands of experienced men.

The firms mentioned use magazines rather than newspapers. They find it to their advantage, and think the class of people that the magazines reach, contains a larger per cent. of possible buyers. On the Pacific coast, advertisers are few; while there a hundred large firms solicit patronage of magazine readers, here they can be counted on your fingers.

Schilling's Tea, Trophy Baking Powder, Ghirardelli's Chocolate, Paul Rieger's Perfumes, should find, in my estimation, their best patrons among the readers of the monthlies and weeklies, rather than among the dailies.

An Eastern advertiser looks with perfect wonder upon our system of what is known as "Souvenir" advertising. To them the idea that a pamphlet published in the interest of the Miners' Convention, Trans-Mississippi Congress, or the Christian Endeavorers will be of any benefit, is rather startling. The advertisers here, if they were asked, no doubt would say they gave their ad and the \$25.00, to help along the convention, rather

than to do themselves any permanent good. The principle, of course, is above reproach, but it is not good advertising.

On the other hand, bill-board advertising has proved to be of benefit, but it has outlived its day in the Eastern cities. Walls and street cars are so thoroughly plastered that a kaleidoscope is a simple problem in comparison.

The project of establishing an advertising journal on this coast, like many similar journals in the East, I think will have a good effect, and tend to elevate advertising and make it more profitable.

No magazine or weekly should accept any advertising that they think they cannot make profitable, with the possible exception of holiday advertising. It is a bad idea for advertisers to expect returns for one insertion of an ad. It is rather better to take a small space and advertise thoroughly and continuously. It is also desirable that advertisers adopt some system of checking up returns on their advertising, so that if the publication did do them some good, it would receive some credit for it.

I believe the day is not far distant when our advertising will become as much of a science on this coast as it has become on the Atlantic coast in the last five years.

ROUNSEVELLE WILDMAN

### Chicago Temporarily Sidetracked

The Binner Engraving Co.,

Fisher Building, Chicago, July 27th 1897.

Editor AD BOOK:

Your publication makes a very neat appearance. Why is not Chicago a little better represented? We consider ourselves west.


Wishing you success in your new venture, we are

Yours very truly,


BINNER ENGRAVING CO.

### A Good Firm has Secured a Capable Man

Mr. John W. Howard, for years head salesman with the American Type Founders Co., has severed his connection with them, and joined forces with the Hadwen Swain Mfg. Co., manufacturers of printing presses, cutters, gas engines, ice making and refrigerating machinery, etc., 215-217 Spear Street, S. F.



# For Better Advertising



Advertisers can help make the AD BOOK interesting and valuable to themselves by sending to the editor samples of their advertising for comment and criticism; by asking questions and propounding problems; by offering suggestions and submitting ideas. The invitation is open to all, everywhere.

I was talking the other day with the head of a large Kearny street firm who have been extensive advertisers during the last year. On the first of January their contracts expired, and they quit all advertising; he said business was too dull, and they were not warranted in the "expense." They did not expect to go into the papers again for several months—probably not until Fall, when he "hoped business would be good again." It is consoling to know that the firm "hopes" for good business to come; but they have thrown a wet blanket over the fire of hope, which can only burn when fanned by intelligent, well directed effort. Waiting doesn't bring business in this day of advertising.

I did not ask him, but I feel sure that he is not going to take down the signs on the the building, advertising to the passerby the nature and extent of their four story business.

The windows were still very tastefully dressed, and numerous cards advertised low prices and great values. Evidently a great deal of effort was expended to make the windows attractive, and thus advertise to all who would look, the bargains the store had to offer.

There were buyers in the store, and I noticed the clerks did not hesitate to advertise to them the merits, and the price of the goods, nor were they content with such articles as the customers called for, but suggested others, thus advertising the business and the goods.

Evidently the firm has no idea of quitting all advertising—only newspaper advertising.

There is just as much business sense in quitting one branch of advertising as another; just as much economy in taking the advertisements out of the window, as taking them out of the newspapers.

But he said the newspaper advertising did not pay. No one will advocate the continuance of anything that doesn't pay—that is not business. But why doesn't it pay? There must be a reason for it. The window advertising pays, else they would stop that too. It is not always easy to find the why of advertising not paying, but it can be found, and must be found. Intelligent effort, born of experience, will find it. Having found the reason, a remedy is easy. I have no hesitation in saying that where advertising does not pay, the reason lies in the advertiser not knowing how to advertise. If window advertising pays and newspaper advertising does not, then the newspaper is not given the thought and care that the window is; or else the window advertiser knows his business better than the newspaper advertiser knows his.

Window and newspaper advertising work together, if done intelligently, and mutually assist each other in getting business. It is also a fact that newspaper advertising alone has built up a good business where the firm had no show-window and no opportunity to make an advertising display.

This very firm has competitors who depend entirely upon newspaper advertising to bring them business, and it does it. When a firm that has no windows, and can make no advertising display, builds up a successful business through newspaper advertising alone, it looks like the same intelligent effort expended by the firm having facilities for window advertising would produce even better results. But spasmodic advertising, in newspapers or elsewhere, seldom pays. "Keeping everlastingly at it brings success."

Advertising seldom sells goods directly. Advertising is an educator, a suggester, a

promoter; it takes a salesman to clinch a deal that the advertisement has suggested or promoted. Advertising alone will not build up a business. It is what is behind the advertising—the goods and the salesman. Advertising is not incidental or secondary, it is fundamental and essential. It is a component and necessary part of any business.

Twenty years ago the Pacific Rural Press was a regular weekly visitor in our home. Fifteen years ago it published the first article I ever wrote for publication. Six years ago I attended the horticultural convention in Fresno and incidentally undertook a business commission for the Rural. While there I met a representative of the Paraffine Paint Co. He told me his firm was a steady advertiser in the Rural, and had found it profitable; no other class publication had paid so well, if at all. He said he was solicited every week by other publications but experience had proved to him that the Rural reached the kind of people he wanted to reach and the others did not. When he used this argument to turn solicitors down the usual retort was, "Oh, they have agents all over the coast who are instructed to write to advertisers so as to create the impression that the Rural is widely read." "Don't care anything about that," was the reply, "we make sales directly from our advertising, and it's totally immaterial to us who the buyers are, just so long as the advertising pays."

The concern still advertises in the Rural, so it must be as good a medium now as it was then.

All this as to why the Rural had a kindly place in my heart, and to show the enormity of offense in sending me a poorly written, poorly printed announcement of removal to new and modern quarters.

The Pacific Rural Press is an old established, respectable and respected journal; few publications on the Pacific Coast have

so much merit; few publications can say so much that an advertiser would wish to know. Few publications could so well afford to send out a well written, neatly printed announcement. And it is hard to conceive a more ineffective, money-wasting thing than they did send.

Two little booklets that Mr. Abbott, the printer, sent me, are very neat advertisements of his business. The more pretentious one entitled: "Quality Tells," aims to show the capabilities of his office, but I do not think it does. It's pretty, and all that, but its prettiness will not sell printing nearly so well as if the following lines were the only thing in the book, and put in a way that would make them stand out until their value is impressed upon the mind of the reader: "I aim that my work shall excel—shall average highest merit—shall bring prestige to my patrons—and the conduct of my office shall inspire fullest confidence." All the rest of the book is weak in comparison to that.

The other booklet announcing his removal is better because it is briefer. It asks three questions on the cover: "What—Why—Where," and answers them inside without waste of words, accompanied by a very neat illustration of the last question. I consider this booklet better than the other, although it did not cost a fraction of as much.

#### The West Side Index.

Newman, Cal., July 24th, 1897.

Editor AD BOOK:

The AD BOOK at hand and meets our approval; notice next week. We send you to-day under separate cover a few samples of job work from our office (which as you know is a small country concern run by "hay-seed" printers). We would be pleased to have your criticism on our work as well as on our paper, the Index.

Very respectfully,

HARDIN & STURGEON

For a small country office the samples submitted are very good, though the material they have is capable of much better use. There is a tendency to overload with fancy type and ornaments. Some of the type used is only readable by printers, and printers are not patrons of printing offices. It is the same way with

the presswork; too many colors without the knowledge of the use of color; an attempt to do things far beyond their capacity and experience. Better effects can be obtained from one color that is suitable, or two colors that are harmonious. The fourth of July program particularly offends in this respect. It is printed in five colors: red, brown, green, blue and black, and on two colors of paper. Red and blue are very appropriate colors for the 4th of July, and had the job been confined to these, it would have been far better.

The Index is an average country paper, though considerably above the average in its advertising columns. I think the man who sets those ads will not always be a "hayseed" printer, but I want to call the pressman's attention to the fact that he doesn't print his side of the paper nearly so well as the man in San Francisco does the other side; for which the only excuse I know of is laziness.

#### Editor AD BOOK:

I have read very carefully the first issue of the AD Book, and find many good points in it, one of which I made use of. I have adopted the suggestion of advertising on our envelopes and hope it will result in increasing our trade. We enclose a sample of our recent ad in Wood and Iron, and would like your criticism upon the advisability of putting it up in this form—that the saw stays on the wheel and saws wood. This was brought out by an ad of a competitor which appeared in Wood and Iron in the June and July issues.

Yours very respectfully,

Simonds Saw Co., S. F.

JOHN SIMONDS

The page advertisement submitted seems to be a waste of money. If I wanted to buy a saw the advertisement which would interest me would be that which told something about saws. Here is a page four times the size of the AD BOOK in which there is not a single bit of information which a saw user wants.

As to the point about the saw staying on the wheel and sawing wood, such an expression might be turned in a facetious way and be of some advertising value. A little humor in an advertisement doesn't hurt. In this case the point is not well brought out, in fact it is poorly expressed, and more poorly displayed. "Simonds Saws Saw Wood" put in bold type would make a good heading for a saw advertisement.

The illustrations used are poor ones. The purposes to which these saws are put are capable of very attractive illustrations that might be turned to advertising account. Every saw user knows how a saw looks; last year's cuts will not interest him, but if there is any difference between Simonds' saws and other saws, or if they are any better adapted to any particular use, those things can be illustrated to advantage.

Wood and Iron is full of advertising that ought not to be expected to pay.

It's not always the longest ad that knocks the per-simmon.

## California the most Inviting Field for Advertisers

I participated in an experience that ought to be of interest to California newspaperdom and advertisers generally. I had charge of the advertising for a well known California corporation. During the several years I was with it, it consumed and paid for about a hundred thousand dollars worth of newspaper space. And let me remark here, in parenthesis, that I imagine as an advertiser I occupied a rather unique field. I believed in my own medicine so thoroughly that I did not consider any propositions other than those that permitted a contingent interest. I was not out for a salary but for results, and was moderately successful in several efforts to boost commercial propositions into the public eye with newspaper columns. But to return to the incident in mind. I had placed contracts in California with San Francisco's leading dailies, and reinforced their work with that of a hundred of the best interior papers within a radius of a hundred miles.

The year's work closed with a small margin of profit over the gross outlay and the demand was growing daily. The second year's business doubled that of the first. We were all so well satisfied that we looked for new fields to conquer. We naturally turned to the East.

The selection fell upon a prosperous Western State full of cities and towns and dominated by a city of nearly half a million inhabitants. The conditions appeared more favorable than on the coast, for the population in both the city and country was greater by from a third to a half; another attractive feature was the fact that newspaper rates per thousand circulation were from twenty to thirty per cent. less than in California. Under these favorable circumstances we felt reasonably certain of as good if not better results than those attained here. We duplicated the work we had done on this coast. We took on the leading city dailies

and backed them up with a hundred of the best interior papers, reproducing the same advertisements that had proved effective here, giving them the same space and position.

The results of the first year's work brought the members of the company up with a jerk. The gross receipts of the Eastern effort did not amount to ten per cent. of the outlay. We put the most favorable construction on it, by deciding that it would take a little more time to get results, and that another year would bring the receipts and expenditures a little closer together. So we tackled it for another year. When the second year was about two-thirds over we saw that we were not going to get back one-fifth of our outlay and we asked for cancellation of the remainder of the contracts. Some papers complied; others did not. They were all paid accordingly and the company retired from the field.

It was next in order to determine the cause of the failure. The papers, both city and country rated about as they do here. The same work exactly was reproduced, localizing it so as to leave no detail neglected. There was fully a third more people within the range of the work, and yet the results were not close enough for any kind of comparison, the ratio in favor of our work here being about eight to one. We indulged in all kinds of speculation and drew a little comfort from several theories. As the principal reason we inclined to the belief that business was being done on a closer basis in the East than here, that money was harder to get and more reluctantly parted with. Also that a dollar was too high for a drug preparation. Again, California is reported to have more newspaper readers in proportion to its population than any other state in the Union, and my advertising experiences have satisfied me of its truth. There were other suggestions more or less potent but the above were to my mind the most important. Our efforts were not confined to one state. We invaded six others, not one of which began to approach the results here.

My conclusions are that San Francisco and California give better returns to newspaper advertisers than any other section in the Western half of this Continent and I very much doubt if there is a single state in the whole Union that is as inviting. I realize Easterners will combat this position, but having paid for my experience I have a clear title to my conclusions.

A. E. SHATTUCK

### Harper Illustrating Syndicate

100 N. High Street,

Columbus, Ohio, July 26th 1897.

Editor AD BOOK:

The first number of your bright and interesting publication is just to hand and we are pleased to give you the hand of welcome and the smile of approval. We will give you a proper notice in our August issue. Your name has been entered upon our exchange list and we shall hope to receive the AD BOOK regularly.

With best wishes,

CHAS. W. HARPER

The Oregon Mining Journal, Grants Pass, Or., has issued a special illustrated edition on the mining industry of the Northwest.

## The Geo. L. Claussenius Company.....

## PRINTING

THE KIND  
THAT PAYS

### When You Require

A CATALOG  
A TASTY BOOKLET  
A CIRCULAR  
or FINE PRINTING

Consult Our facilities

523 MARKET STREET  
SAN FRANCISCO, CAL.

'Phone, Red 1653

# Advertising by Pictures

Pictures catch the eye and reach the understanding quicker than written words; in fact it is held that thoughts and ideas are retained in the brain in the form of pictures, and that wording from which a mental picture can be formed is the best wording to carry an idea to and install a fact in the human mind.

In advertising, the first and one of the most important things is to catch the eye; the next to convey to the mind of the reader a mental picture of the subject of the advertisement. In nearly every advertisement there is something that can be illustrated, something that can be pictured; and wherever the illustration is a good one that advertisement is the better for it.

**PALMER  
TIRES  
MARK  
THE  
HIGH  
GRADE  
WHEEL**

THE PALMER  
PNEUMATIC TIRE CO.  
CHICAGO ILL.  
NEW YORK OFFICE: 66-68 READE ST.

The quarter-page magazine advertisement of the Palmer Bicycle Tire is a good example of this element in advertising. The design is bold and broad and carries with it at once an idea of quality. Using

the picture of a palmer waving a palm branch over the reading matter is certainly a very appropriate and attractive idea to illustrate the Palmer tire. This company has done considerable illustrated advertising, and the design shown is perhaps the best one of the lot. It has been used for page and quarter-page advertisements in the leading magazines.

Illustrations to be of value must express something, and should be original. Copying another advertiser's pictures is not good advertising. A recent example of this will illustrate the point:

GOLDEN RULE BAZAAR.

**Men's Furnishings.**

Positively will not move these goods to our new store. One third off regular prices. Move your eye over the figures:

**EVERYTHING IS NEW**

A selected line of

SHIRTS      UNDERWEAR  
HATS      NECKWEAR  
GLOVES and all kinds of men's  
furnishings.

One of these cuts was used by Roos Bros., the other by Beamish, and now they are both used by the Golden Rule Bazaar, a concern well able to have its own illustra-

GOLDEN RULE BAZAAR.

**MONEY TALKS.**

Almost any kind of money can talk clothing language at Roos Bros.

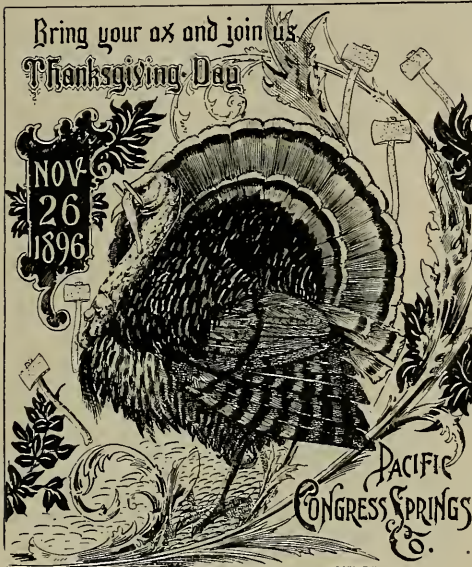
**MONEY TALKS.**

Almost any kind of money can talk clothing language at Roos Bros.

tions without copying from those of other and competing local advertisers. And for that matter I think that neither Roos Bros. nor Beamish care to have their illustrations

copied exactly, and used by another advertiser.

The Pacific Congress Springs people use considerable illustration in their advertising, and one of the neatest things is a Thanks-



giving invitation reproduced herewith. It might have been a little stronger if there were only one axe, and that a big one.

The new combination of the Emporium and Golden Rule Bazaar is proposing to do

**The Emporium and Golden Rule Bazaar.**

ILLUSTRATED CATALOGUE MAILED FREE TO OUT-OF-TOWN FOLKS UPON APPLICATION. ADDRESS MAIL ORDER DEPARTMENT.

CALIFORNIA'S LARGEST—AMERICA'S GREATEST STORE..

VISITORS TO SAN FRANCISCO WILL FIND THE BIG STORE ONE OF THE SIGHTS OF THE CITY.

San Francisco, Calif.

ALL HARBOR STREET CARS PASS THE MAIN ENTRANCE.

THE GOLDEN RULE BAZAAR, FOR 26 YEARS A FAVORITE SHOPPING PLACE AND THE GREAT EMPORIUM ARE NOW ONE STORE.

**Sixty-four Departments**

SELLING THE BEST OF EVERYTHING TO WEAR, EAT, DRINK OR USE IN YOUR HOME—AT PRICES GUARANTEED TO BE THE LOWEST IN CALIFORNIA...

some advertising in the country papers, and are getting up illustrated designs for two-column advertisements. The one produced herewith is the first of the series and shows how well their artist has handled the immense amount of material necessary to be crowded into that space.

### Over 80,000 Daily Circulation

The Examiner announces that during the month of July, 1897, its gross circulation averaged 83,733 per diem and the net paid circulation averaged 80,095. The Examiner has always stated its circulation in plain figures, and no one has ever seriously doubted its statement.

The purchaser of advertising, like the purchaser of anything else, has a right to know what he is buying; and this knowledge probably has something to do with the amount of advertising the Examiner has been able to sell.

*The Wave*  
PUBLISHING CO.

**PHOTO ENGRAVERS**

In photo-engraving, as in other lines of trade, you sometimes pay superior prices for inferior work. We guarantee superior work at moderate prices. Send for estimates.

22 Montgomery Street, San Francisco

## "Ads"

for merchants and manufacturers. Subscription, 50 cents a year. Accept only class advertising; rates 70 cents an inch, each insertion. Published monthly by

CURTIS-NEWHALL ADVERTISING CO.,  
347-349 Wilcox Building, LOS ANGELES

Sample copy sent free

## Chas. Austin Bates

in his new book,  
"Good Advertising,"  
pays this tribute to the

## Breeder and Sportsman

*"It has been said that it is the most interesting publication of its class in America."*

Its 4000 subscribers—all men of means—think the same way.

Do you want their money?

WM. G. LAYNG, Prop'r

313 Bush St., San Francisco

ARONSTEIN & KATZ, Eastern Agents,  
Temple Court, New York.

## The Old Saying,

"A man who acts as his own lawyer has a fool for a client," applies with equal force to the man who attempts to place his own advertising without the aid of reliable specialists.

We have the habit of making advertising pay—write to us about it.

CURTIS-NEWHALL ADVERTISING COMPANY,  
347-349 Wilcox Building, LOS ANGELES

That ad last month for Brown, Meese & Craddock, printers of the Ad Book, 320 Sansome St., was undoubtedly the best I ever wrote; and I have written thousands.

Still, the Ad Book is a better advertisement than anything I can write for them.

Editor Ad Book

## GET DIRECT RESULTS

from your advertising, by using a direct medium I distribute advertising matter in San Francisco Oakland, Alameda and Berkeley, and guarantee that it goes into the hands of the parties addressed.

I have complete lists **up to date** of merchants in all lines of business on the Pacific Coast; also consumers' lists of all kinds; Farmers, Clerks, Mechanics, Orchardists, Miners, etc.

I will refund postage on any returns above 1 per cent, thus guaranteeing the correctness of my lists.

## Samples of my Work:

Out of 40,000 sent for Tillmann & Bendel on the Pacific Coast, 86 were returned.

Out of 33,700 sent for W. P. Fuller & Co. 52 were returned.

Out of 20,000 sent for the Standard Biscuit Co., 29 were returned.

Wm. M. WEIL,

106 Pine St., San Francisco

## Allen's Press Clipping Bureau

MAIN OFFICE, 510 MONTGOMERY ST.,

SAN FRANCISCO

Dealers in all kinds of Newspaper information.

Advance reports on all Contract Work.

**IF YOU WISH TO ADVERTISE**  
in newspapers anywhere at anytime  
call on or write  
**E. C. DAKE'S ADVERTISING AGENCY**  
64 & 65 Merchants' Exchange  
SAN FRANCISCO

**WATCHY "AD"**  
WILL TURN  
A DOLLAR  
QUICKLY

*Union Photo Eng. Co.*  
523 Market St.  
San Francisco

WE DO  
HIGH GRADE  
DESIGNING &  
ENGRAVING BY  
EVERY PROCESS

Telephone Main 1071

## Color Printing

is our specialty. We print the posters of the town, and do it well, or we wouldn't get the business. In Label and Lithographic work, we suit the most particular people. We have some ideas of our own that makes our printing distinctive. **LOUIS ROESCH CO., 325 Sansome St.**

## Business Bringers For SHOE STORES



Here are three leaders for fall trade—shoes of style—of faultless fit—of skilled workmanship—of dainty finish. The kind of shoes that win your customers' confidence.

Let us make you a sample dozen.  
We don't carry them in stock.

No. 1—Ladies Century Lace Shoe—bright box calf vamp—kangaroo or horn hide top—three-quarter seamless fox—celluloid eyelets—single or half double sole—Belvedere (25 cent) toe—diamond or straight tip—heel 8-8 straight—McKay sewed. \$2.00.

No. 2—Ladies' Century. Mott Kid, Lace Shoe—three-quarter fox—celluloid eyelets—diamond or straight, stock tip—heel 8-8 straight—Monterey (new \$) toe—Goodyear welt. \$2.50

No. 3—Ladies' extra fine Kid, birdseye cloth or kid top, Lace Shoe—circular vamp—fancy heel fox—fancy lace stay—celluloid eyelets—diamond or straight patent leather tip—Del Monte (dime) toe—heel 9-8 concave—welt or turn sole. \$2.75.

Other taking novelties besides the above. Samples and prices for the asking.

### SIEBE SHOE CO.

Exclusive makers of 27-31 JESSIE ST.  
Ladies' Fine Footwear. San Francisco

## ADVERTISING CALENDARS

In looking over the different forms of advertising, did it ever occur to you that to promote your business a neat Calendar of artistic design will bring before your customer, or prospective customer, and continually keep in his mind your particular name and address.

A Calendar that is desirable, appeals to your customer the same as it would appeal to you, and must continually keep your business before him. Should you wish to look into this matter further, we will be glad to send you samples and quote prices.

Our line ranges in price from \$10 to \$500 a thousand.  
Correspondence respectfully solicited. Address,

**L. F. TUTTLE,**

120 Sutter St., San Francisco

Pacific Coast Agent for

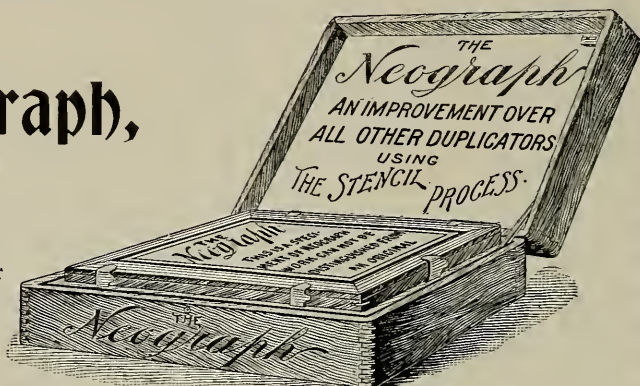
THE AMILCO PUBLISHING CO., New York.

# Beats Printing Beats Typewriting Beats Letterwriting

For sending out circulars, price lists, announcements or advertising matter in general.

## The Neograph,

a  
perfect  
Duplicator



No. 1, Note size, 6 x 8½ in, \$10; No. 2, Letter size, 8½ x 11½, \$12.50; No. 3, cap size, 9 x 14; \$14; No. 4, folio size, 11 x 16, \$18.

Duplicates handwriting perfectly and prints up to 2000 copies in black or colored ink.

Duplicates typewriting of any standard machine, printing 1200 to 1500 copies, in any color of ink.

You can send out circulars in the form of facsimile letters, that will not be thrown in the waste basket.

Simple, durable, rapid and inexpensive. Will last a lifetime and pay for itself many times over.

## W. D. McARTHUR,

Dealer in Duplicating Apparatus and Supplies

THE ADDRESSOGRAPH, THE SIMPLEX PRINTER, THE LAWTON DUPLICATOR

210 CALIFORNIA STREET, SAN FRANCISCO

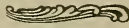
The



Western



Creamery



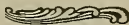
A Monthly Journal for the Butter and Cheese Makers  
of the Pacific Coast



SAM'L E. WATSON, Publisher,  
113 Davis Street, San Francisco, California



Subscription, \$1.00 a Year



See its Exhibit

at the Mechanics Fair. Largest there. Creamery in operation

# 50 per cent. Saved

## \$25,000

worth of REBUILT PRINTING MACHINERY for sale at half its value.  
We want the space it takes and can use the money it will bring.

### PART CASH—BALANCE EASY PAYMENTS

#### Rebuilt Cylinder Presses

- No. 852—Campbell Country Complete. Bed 36x48; 4 rollers, table distribution.  
No. 271—Campbell Job and News. Bed 33x52; 2 rollers, rack and cam distribution, 2 revolutions, tapeless front fly delivery.  
No. 945—Campbell Book and Job Press. Bed, 33x47; 4 rollers, table distribution, 2 revolution, front fly delivery.  
No. 976—Cottrell Drum Cylinder. Bed, 33x46; 2 rollers, rack and cam distribution.  
No. 867—Cottrell Extra Heavy 4 Roller Drum. Bed 32x46, 4 roller.  
No. 923—Palmyra Cylinder Press. Bed, 29x43; 2 rollers, table distribution, 2 revolution, easy running hand or power.  
No. 951—Hoe Railway Cylinder. Bed, 32x46; 2 rollers, 2 revolution.  
No. 934—Taylor Drum Cylinder. Bed, 34x50; 2 roller, table distribution.  
Acme Cylinder, hand or power 2 roller, bed 28x43.

Prices from  
\$350 up

18 others covering all sizes and styles suitable for all kinds of work; send for complete List

#### Rebuilt Job Presses

- |                           |             |                         |
|---------------------------|-------------|-------------------------|
| 6½x10 Liberty Job Press   | 13x19 Colts | 8x12 Baltimore          |
| 7 x11 Golden Gate Jobbers | Armory      | 8x12 Old Style Gordon   |
| 7 x11 Old Style Gordon    |             | 9x14 Model Job Press    |
| 8 x12 Goldings Official   |             | 10x15 Old Style Gordons |

From \$40  
up

#### REBUILT PAPER CUTTERS—Hand Lever, in guaranteed order

- |                  |                  |                   |
|------------------|------------------|-------------------|
| 14 inch Paragon, | 25 inch Paragon, | 30 inch Favorite, |
| 23 " Jewel,      | 30 " Jewel,      | 30 " Gem.         |

From \$30  
up

#### POWER PAPER CUTTERS

- |                 |                  |                 |                 |
|-----------------|------------------|-----------------|-----------------|
| 30 inch Minerva | 32 inch Sheridan | 38 inch Diamond | 44 inch Donnell |
|-----------------|------------------|-----------------|-----------------|

From \$75 up

#### MISCELLANEOUS

- |  |                   |   |   |         |
|--|-------------------|---|---|---------|
| 1 H-P Electric Motor, C. Eicklemeyer's | -                 | - | - | \$50 00 |
| Drying Rack, 12 trays                  | -                 | - | - | 7 00    |
| News Stands, 2d hand                   | -                 | - | - | 2 00    |
| Book Stand, 2d hand                    | -                 | - | - | 3 50    |
| 75 Pairs News Cases, 2d hand, per pair | -                 | - | - | 90      |
| Imposing Stone, without coffin, 33x69. | Extra thick stone | - | - | 6 50    |
| " " " " 40x51                          | " " " "           | - | - | 7 00    |
| " " " " 31x53                          | Thiu stone        | - | - | 5 50    |
| " " " " 28x50                          | Good condition    | - | - | 10 00   |

Net Cash

#### BOOK BINDERS' MACHINERY

- |                               |       |                              |      |
|-------------------------------|-------|------------------------------|------|
| Book rounding machine, power  | \$225 | 36 inch Gilding machine with |      |
| Square Corner cutting machine |       | stand                        | \$32 |
| foot power                    | 55    | Corner Cutter, hand power    | 50   |
| Paging machine, foot power    | 50    | Scotts' Tablet Presses       | 3    |
| Corner cutter and Index Mach- |       | 1 10-pair, 2-3 case cabinets | 10   |
| ine, foot power               | 50    |                              |      |

Subject to  
Liberal  
Discounts

All in First-class order and fully guaranteed.

## American Type Founders Company

E. H. PALMER, Manager. 405-7 Sansome St., San Francisco

SEND FOR COMPLETE LIST. MENTION THE AD BOOK WHEN WRITING

SEPTEMBER, 1897

The 

A Monthly  
Exposition  
of Modern  
Advertising

d

ook

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Published by the

AD BOOK PRESS

320 Sansome Street  
San Francisco

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Subscription, \$1.00 a Year.

# Fowler Correspondence College of Advertising

Tribune Building, New York City.

It is not a technical school with scholars.

It is an arena for the profitable development, improvement and use of everything pertaining to the gaining and holding of business by every method except verbal solicitation.

It is for the business bringing use or conduct of every class of advertising, of every kind of printed matter, and of every use of printers' ink.

It is the business of the College to assist its members to a more effective use of advertising and printing, not as apprentices, but as business men and women, or those who would become such.

## Nath'l C. Fowler, Jr.

The College is under the direct direction of Nath'l C. Fowler, Jr., recognized throughout the world as the authority on advertising, and that which advertising stands for.

To Mr. Fowler more than to any other man, is due the quantity and quality of modern publicity.

The advertising of several of the greatest concerns in the world has been under Mr. Fowler's direction, and his opinion, always backed by experience was long ago considered authoritative.

The College has the full benefit of Mr. Fowler's knowledge and experience and the advisory assistance of many of Mr. Fowler's clients who are among the great successes of the world and are all men of successful common sense, competent to teach success because they have been successful.

Not only has Mr. Fowler great indi-

vidual ability, but he has learned the methods of the successes of the world. His profession has brought him into direct contact with the good and bad ways of business, and he has become a repository of composite knowledge.

In giving himself to the College, he brings with him the experience of the world's successes, and every member of the College not only has the benefit of Mr. Fowler's advice and suggestion, but through him he has at his disposal the result of the world's experience.



## The College Method

The method of the College is simple, and yet most comprehensive and exhaustive.

The College offers to each member the definite, tangible, intrinsic value of composite success, for the member to draw upon as he would from a storehouse, and at a merely nominal membership fee.

Every member is at liberty to submit all of his work, including what he has done in the past, and he is allowed to write to the College one letter a week for six months, enclosing with his letters any work of his own, of his competitors, or of others, and to ask any question pertaining to publicity in the broadest sense.

If the member has never done any work in this direction, he is immediately told how to begin, and if he has begun wrong, he is at once started in the right direction.

Briefly, the experience of Mr. Fowler and of his assistants helps the members to better handle the selling side of their business—that part of business which meets the public and is all-important in the accumulation of profits.

For complete information, drop a postal to Fred'k Vail Owen, Pacific Coast Manager, 31 Halleck Block, San Francisco.



VOLUME I

SAN FRANCISCO, SEPTEMBER, 1897

NUMBER 3

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

ADVERTISING RATES:

On cover, \$50 a page; \$30 a half, \$20 a quarter.  
Inside pages, \$25; half page, \$13; quarter page, \$7.  
Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

FRED'K VAIL OWEN, Editor

SAM'L E. WATSON, Manager

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

OFFICE, 320 SANSOME STREET. TELEPHONE, CLAY 381

The cover page this month is made up from stock borders and type from the American Type Founders Co. There has been no attempt at original design in cover or headings. The idea is to show how good effects can be obtained from material readily obtained.

The AD BOOK has received many kind notices from the press everywhere, for which it wishes to express thanks. It is not the intention to reprint these notices, as the space can be used to the readers' better advantage. However, no apology is made for printing the following from Printers' Ink of September 22:

The AD BOOK, of San Francisco, gives signs of becoming one of the most lusty and healthy of Printers' Ink's babies. Judging from its second number, it has already discarded long dresses and the nursing bottle.

Yes, the baby is weaned, and has also

thrown away its rattle; but it still has that filial love which endears it to its fond parent, and longingly awaits its weekly visits.

In the general advertising of a retail store, particularly if it be dry goods or clothing, the seasons must be observed, of course. Not that there is any season when advertising may stop; no, that season never comes. But there are seasons when less advertising is advisable, and seasons when more advertising is advisable.

Advertising should precede the season; it is your advance agent, your drummer. You must anticipate, must suggest the wants of buyers. More than half the world's purchases are actually made months before the buyers come to your store; that is, the determination to purchase has been formed in the mind. Very few make any considerable purchase on the spur of the moment.

The best time to advertise is all the time—all the time you want business. If you have all the business you want, stop your advertising; not before.

The logic that men use when they stop advertising during the "dull season" isn't advertising logic. It would be just as logical to take down the signs from the store front, or take the display out of the windows.

Continuity is the greatest quality going to make advertising successful. Intermittent advertising seldom pays—it can never pay as well as if regular and continuous.

## Can California Prunes be Advertised?

It was the writer's good fortune to enjoy a trip to California during a season of the year when it presents its most smiling face; and having time enough at his command to stay long enough in each of the main cities which he visited, he had the opportunity to investigate in a measure the main reliance for the prosperity of each section.

To those who know anything of the fruit industry, Santa Clara Valley absorbs most of the interest because it produces the largest volume of the fruit that comes from that far west fruit and wine growing section; and as one in the advertising business necessarily looks at all business enterprises with the mind attuned to considering in what way advertising could be made a power to enhance the profitableness of any business, I was struck forcibly with the remarkable opportunity that the concentration of the growing, canning, and drying industries of the Santa Clara Valley presents, particularly the opportunity which the growers of prunes have, to practically monopolize for their exclusive benefit any investment they would make to enlarge the consumption of their chief product.

A view of the situation of the fruit industry of the Santa Clara Valley makes it clear, whether you consider the fruit as sold ripe, canned or dried, that unless the consumption can be increased in the same relative ratio as the production, it means a reduction in price to the consumer, consequently less profit to the grower, consequently he will be obliged to pay less for his land and have less to spend with all the merchants who are now striving for the results of his industry. Up to a certain point everybody in the community is dependent, whether laborer, merchant or capitalist, and hoping for an increase of the output from the orchards. The time is coming, in fact is now come, when upon the increased consumption of the product of these orchards will depend the

ultimate success of the laborer, merchant and capitalist.

It is clear, then, that all should be willing to contribute to the success of any enterprise which promises in a perceptible degree to increase the consumption of the product of the soil, which, with the aid of man's industry, is such a large source of profit to the entire valley. If the cultivation of fruits is not a paying investment the prices obtained for land must depreciate; if it does not pay to can fruit, it will not be canned; if it does not pay to dry fruit, it will not be dried. Any coordinate improvement or increase in the consumption of the fruit in all three forms, is much to be desired. One can readily see that paralysis in in any one of these outlets means the throwing of an increased strain on the production of the others, and so depreciating the value of the whole crop. No one ever heard of prosperity on a falling market. The certainty that increased acreage in orchards, the increase of crops reasonably to be expected as the trees grow older, and the present relative profitableness of the industry will only serve to more readily bring to notice the necessity which must appeal to a reasonable man to find a remedy that will serve to maintain the heretofore profitable condition of the industry. It is clear that one of two things, or both might be done, and if remedy is to be found, must be done.

First.—To disseminate widely the information as to the merits of dried fruits, and especially of those raised in the Santa Clara Valley, having for its object particularly the education of those who know little of the valuable and healthful uses of this fruit.

Second.—To devise and make known as many possible methods of using the fruit as the most skillful cooks can discover, so that the consumption by those now using it may be largely increased.

Taking prunes, for example, few people

know much about them, what are bad or good or indifferently good, or why they are relatively cheap or dear according to the size or quality. It is well known that inhabitants of the Santa Clara Valley eat per capita ten times as much dried fruit as do people in the East. The education of 70,000,000 people in the various, as well as the proper methods, of cooking prunes by themselves and in combination with other foods can be done by publishing such information in a small pamphlet and mailing it to all asking for it. This will serve to educate the readers, not only in the methods of cooking prunes but will intelligently disseminate the various qualities and uses of this abundant healthful fruit and its economic properties. In this connection there should be a table of simple food equivalents. These health giving qualities to those who are familiar with the subject are so simple that it is assumed that every one is alike familiar with it. In this respect they are entirely mistaken. Dried fruits are the most economical to transport East, since two and one half pounds of the prunes make one pound dried, and it requires six pounds of peaches or apricots to make one pound of dried fruit. The economy in this particular must not be overlooked when elaborating on this food as one of the most desirable for the poor man. In fact no point should be overlooked which might apply to some one so that the consumption may be increased, for without it increased production must mean a steady decline in prices.

What encouragement is there to raise the best and to pack the best fruit unless you can get more money for it than is paid for inferior goods? It is commonly said that all the market now commands for this class of fruit is a preference. This is not business. It shows disorganized competition where organized cooperation should exist. With intelligently organized cooperation such would not be the case, and the best would command more than the market price.

The goods could be identified by the adop-

tion of a uniform package. The Fruit Packers' Association of Santa Clara Valley for this purpose, and to avail themselves of the advantages of advertising, might cooperate, and to all who would submit their fruits to an authorized inspection it might issue a label that would be a guaranty of the quality of the fruit, whether canned or dried, contained in a package of glass, tin, wood, cardboard or paper, and this label should identify the fruit as grown in the Santa Clara Valley and packed under regularly recognized competent inspection.

When one considers that in 1887 the California prune crop was only 1,825,000 pounds, while the value of the foreign crop was \$3,000,000 and aggregated over 92,000,000 pounds, and that in 1892, or five years later the California crop aggregated 16,366,395 pounds, while the imported crop was 26,414,112 pounds, and that in 1895, three years later the California crop was 41,681,155 pounds, while the imported crop was but 10,352,057 pounds, the importance of California's crop will be appreciated. In 1896 Santa Clara Valley (California) shipped approximately, 38,000,000 pounds while the imported crop was only 483,658 pounds, and when one realizes that the prune crop raised in the Santa Clara Valley is three times as large as the prune crop from the balance of the United States it is evident that the Santa Clara Valley has the most vital interest in the future of the prune industry.

The population of California is one-seventieth of the population of the United States. The population of Santa Clara Valley is one-twentieth of California. I have not before me the relative volume and value of the imports and exports of prunes in this country, but to take a view of the possibility of the future prune consumption in the United States, assuming the population to be 70,000,000 and that each person on the average consumed in some shape ten prunes per week, of a size averaging fifty-two prunes to the pound, it would give a consumption per capita of ten pounds, or a total of 700,-

000,000 pounds per annum, 350,000 tons, or 35,000 car loads.

Is it not apparent to the most thoughtless that considering prunes as a food for health and an economic food, that this would be a very low estimate and yet a reasonable one to expect to attain, when we know that families of six persons in the Santa Clara Valley consume 159 pounds of prunes per year, and yet if you cut this reasonable estimate in two the total consumption is so vastly beyond any present capacity to supply, it is evident that the consequence must be to raise the price of the entire product. Of course it would bring about competition by enhancing the price of dried fruits so that they would act and react on each other. All that has been said concerning prunes is measurably true of all other dried fruits.

The question that interests anyone that believes that this problem will meet with a partial solution by advertising is what do the experts in the advertising world believe as to the possibility of successfully promoting the increased consumption of this product by advertising at such reasonable cost that it would be practicable? Second, what would probably be the cost to obtain some appreciative advancement in the enhancement of values? Third, by what method could these results hope to be fulfilled?

The prune farmer who objects and says "that he has an article that is like wheat and everybody knows all about it," is mistaken. It is true that he deals with his prunes in the same way the farmer does with his wheat; brings them to the market where they are graded and sold in bulk at a market price that may or may not be a real one, but there is this difference: The farmer has not his wheat prepared for consumption, nor can it be packed in any package which will ultimately reach the consumer unopened; this is precisely one prime condition which differentiates the prune grower from the wheat grower, and to my mind the fact that the prune grower is more of a

farmer than merchant and manufacturer, and yet both a merchant and manufacturer in a sense, requires him to educate himself in the advanced methods of merchandising. He is deficient in this particular, and hence he is contributing to a condition against which, if he successfully combined the qualities of merchant and manufacturer he would speedily protect himself by cooperation, and consent to a uniformity of selection of fruit drying and packing. For by so doing he would do better by himself than by disorganized competition with his neighbor.

It is quite evident that no man or a few could be expected to undertake such steps as would promote the result that one might reasonably expect from the adoption of the method herein outlined, because the total cost that the few would have to defray would be heavy, while the general results would be distributed over the whole valley, without cost to the others. Therefore the work ought to be undertaken by the cooperation of the entire valley, either by a voluntary tax per acre on the entire number of acres under cultivation or by a voluntary toll of a certain per cent to be taken out of the gross profits of the sales each year, and all public spirited merchants and capitalists ought to be willing to make a contribution on some relative basis to assist the same object. When one realizes that it is not accidentally that great enterprises have been built up by advertising, and that advertising invariably has a tendency to enhance the profits in spite of the increased cost caused by advertising, and that some of the best minds in all branches of business state that without advertising they could never have made a success, comparatively speaking, it would seem that the charge might finally be brought against the growers of Santa Clara Valley, that by their inertia and indifference to their general interests they are contributing to their own industrial destruction.

In clipping statements from papers published on the Pacific slope during the month of April, it appears that the prospects for

a large fruit crop is very propitious. Incidental to the congratulations the papers say: "The crop (peaches) needs no advertising to make its merits known. The sale of the crop should bring so much money into these counties that business would be active and good during next autumn and winter." It ought to be apparent to even the farmer-merchant that the only money he will have to spend will be his profit over and above his cost of producing. The immense crop has a tendency to depreciate values, so that in point of fact, so far from not needing advertising, there never was a time when this valley needed it more.

All of the fruit growers of the coast are familiar with the operations of exchanges for marketing their product, and from the Fruit Exchange Review I quote the following which applied to the orange crop, but the truth is not restricted to that instance: "The necessity for system and concert of action is forcing itself upon the attention of all growers as the result of the present conditions." The necessity of the present conditions of the orange industry may be different from those of the prune industry and may require different remedial measures, although we will not concede that much except for argument sake. It is the apparent indifference to the necessity of system and concert of action in marketing the prune crop under the most favorable conditions, such as an appropriation for advertising the produce, to which we want to draw the attention of the growers of the Santa Clara Valley.

Quoting again from another authority, Pomotropic: "So will the value of orange groves become greater and more secure when it is demonstrated that the owners have organized a system of practical community effort that will work for the maintenance of values through the security offered the produce of the land by its economical distribution." All that is here affirmed might be said of advertising prunes, and this added, "profitable distribution by its

economic methods of creating demand."

Let us look a little at the situation as it presents itself at this present time. In a county whose average length is forty miles and whose width is twenty miles, much of which course takes in the mountains on each side of the valley, there are estimated to be 16,000 acres of prune trees now bearing, and 14,000 acres in prune trees not bearing; while there is a constant tendency to increase that acreage by injudicious selection of land that will not prove profitable for the investment, which truth is being demonstrated more and more every year. Now leaving aside for the present the 14,000 acres of the nonbearing trees, we come to the question of what could these 16,000 acres of prune trees produce if they were in good bearing order? The best authorities agree that an average crop of prunes is five tons to the acre, which would give a possible 80,000 tons to a crop, or 160,000,000 pounds. What will the growers do when they have the other 14,000 acres in full bearing, producing a crop of 70,000 tons, or 140,000,000 pounds, making a grand total of 300,000,000 pounds? Comparing that output with the output of 1896 of approximately 38,000,000 pounds how will it be possible to increase the consumption adequately so as to make it at all profitable for the growers when these 30,000 acres are all in full bearing?

A correspondent speaks of the present ability to get rid of this enormous output which has increased over 300 per cent in five years. That is nothing as compared with the necessity to find means to get rid of such a crop as it is possible to raise, and that is most likely to require an outlet in the next five years if figures mean anything. It is not an argument against advertising prunes to say that the price of dried prunes has not declined more than that of any other food product, because no other food product can be mentioned at this moment that can be advertised in the way that prunes can be advertised, for the reason

that its product is not so limited in any circumscribed area as is the growth of prunes, which in the Santa Clara Valley monopolizes practically the entire production of this country. Second, the opportunity for education in the proper cooking of prunes and their economic uses does not so readily apply to other food products. Few people have to be told how they can increase their consumption of wheat flour, for instance, and it cannot be stated too strongly that the prices for the choicest fruits can be maintained above the regular market price by advertising, irrespective of the price to which the average of the product may decline.

I cannot close without expressing a sense of grateful recognition to the strong effort made by Col. T. F. Weaver, president of the Berryessa Fruit Growers' Union, and president of the Board of Trade of San Jose, who without knowledge of advertising has covered in his numerous and forcible speeches and written reports, the main facts that are here brought out, and there has never been any doubt in the writers' mind that he is correct in all his statements, the question of details and cost forming but a very small addition to the valuable contribution he has given on this subject.

It is quite clear that if one dollar on each ton of fruit raised in Santa Clara Valley can be collected from the fruit growers of that valley based upon the past years' output it would make a fund of \$20,000 for the purpose of promoting the consumption of prunes, and increasing their consumption by the advocacy of the more numerous ways of using them, as well as the improved ways of cooking or preparing them for use. Assuming the truth of the statement "that the Santa Clara Valley raises three-fourths of all the prunes grown in the United States," then we are confronted with this condition of things: that in 1895 the United States raised 56,000,000 pounds of prunes, and there were imported of plums and prunes in the same year a little over 14,000,000 pounds, making a total 70,000,000 pounds

of prunes that were grown or imported for consumption in that year; whereas, in 1887 there were imported into the United States 92,000,000 pounds, so that in eight years the consumption has apparently fallen off 22,000,000 pounds in spite of the increased population, a decline of nearly one-fourth of the consumption of 1887. The rapid decline of volume of imported prunes would lead one to infer that the present low price of prunes has already driven the foreign article out of the market.

The writer was unable to prepare a table of food equivalents for value and for weight compared with other fruits and foods, but the best authorities agree there is little doubt that at the present popular prices of prunes, they rate very high in comparison with other foods that can be bought for the same money.—T. BALMER, in *July Advertising Experience*.

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### The Wertheimer Company

San Francisco, Cal., Aug. 28th, 1897.

Editor AD BOOK:

We will be pleased to have you send us the AD BOOK regularly every month until otherwise ordered. Kindly call at our office when agreeable, for payment of subscription.

We will thank you very much to send sample copies No. 1 and 2 to Mr. R. H. DeWitt, Yreka, Cal. This gentleman is a regular subscriber to other advertising periodicals, is an up-to-date merchant and will very likely want to place your publication upon his files.

Yours very respectfully,

THE WERTHEIMER CO.

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### The Bee Hive

Yreka, California, Sept. 2, 1897.

Editor AD BOOK:

Your favor of the 28th inst. at hand and I thank you for the AD BOOK that will no doubt arrive to-morrow, as we did not receive it to-day. However, I have no doubt but what we can make good use of it, and will ask you to put me on the list. The recommendation of The Wertheimer Co. is sufficient without seeing the book.

We received a communication from the W. Co. a few days since, and they mentioned the fact that they had requested you to send the book. I enclose herewith \$1.00, covering same. Very respectfully yours,

R. H. DE WITT.

# Improving Local Advertising

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The average country paper presents a sorry appearance in its advertising columns. It is one of the anomalies of the business that the principal thought bestowed on the advertising columns is getting the ads. Once a man's ad is secured, no further is he or his ad thought of except to collect the bill. Resting secure on the idea that "advertising pays," no effort is made to make the advertising attractive or readable, and as the best positions are secured by the patent medicine ads it makes no difference where the local space user is located. These same monopolizers of position, the patent medicine ads, also have the only decent, though disparaging display, and the local advertiser, unless he has better ideas than the average and demands his rights, might as well keep his money in his pocket for all the good it will do him.

There are generally one or two local advertisers who buy a large space (frequently two or three columns wide) and secure good positions, but the rest of them are not in it at all. But I believe that the local advertiser should get value for his money, and if publishers would consult the interests of their local advertisers more than they do, that it would prove profitable.

How to give equal prominence to the advertisements is no easy matter, but there are methods that will accomplish much. The great trouble is that generally the composition of an advertisement is considered of little consequence further than to get in as many big black lines as possible, with "astonishers" at the end of them. As all the ads are set on the same plan, nothing is gained by the big lines. Frequently the ads come in late and it is necessary to jump them up in a hurry. The foreman is annoyed at the never ending delays incident to closing up the last form, and the exasperating requirements of the patent medicine ads, so he dumps the local ad in the most convenient

corner. On assuming the business management of a local weekly several years ago, the unattractive appearance of the local ads was an eyesore to me, and I felt when collecting monthly that the advertisers gave the money begrudgingly and unwillingly. It was a folio sheet of seven columns, miscellany on first and fourth pages, local news on third page, editorial on second. The first move was to get all the foreign and legal ads on the outside of the paper, reserving the third page entirely for local news, and from two to two and a half columns of editorial on the second page, which left four and one-half to five columns on that page for local advertisers, with some local display ads on the outside pages. The paper issued on Saturday, the outside going to press on Wednesday and the inside on Friday night when the force worked late, so Saturday was a half-holiday. Monday and Tuesday the type was distributed, the foreman occupying himself in the job department. Thus it was that I hit upon Monday as a good quiet day in each week to improve the advertising. Our second largest merchandise dealer had a column in which was enumerated nearly everything in the store, headed by:

JOHN SMITH

Has Just Received His

NEW FALL STOCK

—of—

and winding up with the stereotyped injunction to "Call and see us." The word "Fall" was changed to "Winter," "Spring," and "Summer," as the season changed but otherwise the ad might have been electrotyped to the advantage of the office, saving the wear on the type year in and year out. The first thing was to throw it out entirely, and set it up anew. The store-keeper was glad to give points on seasonable goods for frequent changes in his ad, and gladder yet to have the changes made. With the smaller

ads the copy was changed, and designed so as to bring some one point into prominence. Instead of filling the space with heavy lines that accomplished nothing, but one or two lines were displayed, contrasting them by using small type for the body. Another thing was to contrast ads with each other: thus when an ad with plenty of white space was set adjoining several others with but little white space the contrast seemed to help all of them. And this is a point to be emphasized; even one or two good ads on a page if not of the overpowering, obtrusive style, lighten and improve the whole page. The use of cuts in ads is good if appropriate to the business and to the ad. Nearly all newspapers use plates, and among their illustrated features are cuts that can be made use of. The



### Pleasant Faces

these. They are those of sharp buyers who have taken advantage of our sale of Winter Hats. They look cute, don't they?

There are plenty of hats left yet however, enough to make the whole town happy. The prices are down to bottom. Great variety of styles, trimmed or not. Our Dressmaking Department is worthy your attention. We Cut Dresses by a method that insures a perfect fit and durable Garments. Paper patterns will be Cut to Order.

A. B. PETERSON  
12 Street, San Mateo.

helped wonderfully and the paper had a new, fresh appearance that could be imparted to it in no other way. The ads were changed frequently, some weekly, some every other week, some monthly and so on. The compositors quickly caught the idea and new ads that came in, however late, showed the effect in an improved display each week. The advertisers appreciated the change and were glad that some interest was taken in their behalf.

The average local advertiser knows nothing of such things, generally saying: "Oh, you fix it up; you know how to do it." Prove to him that his confidence is well placed by putting his ad in attractive shape, and you will receive his thanks and his continued patronage. Charge a good rate for your space and then see that you make the space worth

# 3

## PROFITS

You pay when you buy patent blood remedies: the manufacturer's, the wholesaler's and the retailer's. A TRIED AND TRUE FORMULA of Compound Extract of

### SARSAPARILLA

is now offered you direct, saving you 25 cents on each bottle.

*Morse's Sarsaparilla. 100 doses 75c at Morse's Drug Store.*

### Perfection of Style



and Fit is secured by our System of Dress Cutting. We use the McDowell Drafting Machine, by which we can accurately cut a garment to the lines of Nature. We take especial pride in the

Quality, Fit and Finish

of all work. But let us also inform you, we sell every article of Ladies' Apparel, including Millinery, Fancy Goods & Toilet Articles. The prices are right.

A few Winter Hats remain, that will be sold at any price.  
A. B. PETERSON,  
12 St. San Mateo.

Peterson cuts were taken from the "Household page" of American Press Association plates, and mounted on wood base. From other sources the wide-awake printer will secure material he can use. The big "3" that gives so much effect to the Sarsaparilla ad was cut from a Royal Baking Powder stereo, and nailed on a wood base. All the old electro ads were saved and sooner or later use was found for them, either for some part of their printing surface or as base material to mount other cuts on. There are syndicate illustrations of low price and good quality the printer can use to advantage.

An addition of a few sizes of DeVinne and a font of modern border to the office

all you charge, and you will be happier and wealthier by it. You do not need a type foundry at your command to do it either. Study the possibilities of original display, together with a more simple yet more attractive wording of copy and you will find that a few fonts of gothic, a font each of nonpareil and brevier bold face title or most any other such letter that is to be found in every office, and the usual fonts of romans, will suffice to get up many an attractive ad. Put a little brains into it. Take a half a day each week when other work will not bother you, and you will surprise yourself at what you can do. Occasionally introduce a bit of straight rule or border into the ad, but never, no never use curved or diagonal lines, or rule twisting of any kind.

FRED K VAIL OWEN

## “Cold Facts” and “Hot Facts”

“Tell just the plain, cold facts, then quit.” We hear this every day. It generally comes from the “big guns” in advertising. It sounds real nice, but I think the adwriter who attempts to follow it as a rule will soon “quit” for keeps.

Plain, cold facts need a little trimming, generally.

By trimming I don’t mean the silly rot that so often occupies valuable advertising space.

I can make myself better understood by illustration.

“All wool” is an expression we see every day. We read it, it don’t impress us; we never stop to think what it means. It is a cold fact.

Why not say: “The maker said they were all wool. To prove it we had a chemist test them. Now *we* can say *all wool*.”

Anyone reading this will be forced to think about your goods being all wool. And they will believe you — if you haven’t got them out of the habit of believing you by advertising lies. Get believed first of all.

“Eat H-O.”

You see it in nearly every grocery window in town. It’s “plain” and “cold.”

Last year the makers of H-O got up an advertising contest. They wanted ads for H-O. I submitted some. I will quote some of the ideas I used because they illustrate my meaning.

I found out by trying it that H-O was not like most oatmeal mush—that H-O was cracked oats and when cooked was in dainty grains like rice—while ground oat mush was sticky paste. I knew that many people did not eat mush at all because they disliked the sticky, mushy feeling in their mouths.

I said this in an ad.

I said, too, that chewing your food was necessary to good digestion, and that you could not chew mushy mush, but could chew H-O because it was in grains.

I also found out that part of an oat is not wholesome and that this bad part was removed in H-O.

I said this in an ad.

Then, I found out that the oats used for making H-O were especially grown on special soil in a particular locality.

I think I said this in an ad. I intended to, but maybe it was crowded out, as I did not send many.

Now, more than likely the average mush eater never stops to think where the oats are grown or how much of the grain is used or whether the mush is like rice or paste. But when he reads that H-O is in grains so that you can chew it, and that chewing aids digestion, he is mighty apt to say “that’s so.”

And when he reads that special oats are used, and that the unwholesome parts are removed, he will think that if such infinite pains are taken, H-O must be first-rate and just what he wants.

This is my idea of what oatmeal advertising should be—and the judges thought the same way.

Now you know what I mean by “trimmings.”

They are facts, after all. But not “cold facts.” They are “hot facts.”

Tell facts, certainly. Tell nothing but facts. But don’t stick too close to the cold, clammy sort.

If you want people to listen to you, you have got to interest them. If you want them to believe you, you have got to talk sense to them. Remember that people are inclined to disbelieve rather than believe advertisements, and if you want to be believed say something that is easy to believe and say it in a convincing way.

This brings another thought to me:

Don’t lie.

Advertising has been almost ruined by lies, already.

Don’t make it any worse.

If not for your own sake, for the sake of advertising.

J. FRANK MULLEN

# Johnston's Criticisms



Why use high flown language in your advertising? Better talk on paper the same as you would to a customer face to face. Mighty few successful business men tell what isn't true; it doesn't pay. Tell the *truth*; tell it plainly. That's the way to gain and hold confidence.

Here is a sample :

A carnival of attractions awaits you at our stores.

We have maintained the lead by carrying only.

## HIGH GRADE GOODS

Webster says a carnival is a festival celebrated with merriment and revelry.

How could a business house have a festival of mirth and sell goods at same time; making money and mirth aren't closely related.

The compositor spoilt the sense of it anyway by the period after only.

Pray, let us write business language as we talk it.

The public is cautioned against several counterfeit Napa County Soda now being put on the market and they never saw Napa County. There is only one genuine Napa Soda and that is JACKSON'S.

See that this name is blown in the bottles.

**CEO. ADAMS.** Agt.

Who never saw Napa County?

Which name is blown in the bottles?

Of course one learns what Mr. Adams is getting at, but it could not well be more awkwardly written.

\$1. <sup>25</sup>	DURABILITY ECONOMY	\$1. <sup>25</sup>
FOR SALE		SAMUELS'
AT . . .		1014 Wash'n St.

Here, young man, you can buy economy for \$1.25, durability same price.

And this ad was stereotyped, too.

An ad that shows such great care and thought in its preparation, ought surely be made into enduring metal.

The Kindergarten will Reopen Next Monday, the 2d of August.

Little Children can you tell,  
Do you know the story well,  
How we learn in garten schools  
Where we always work by rules?

A school should be most careful to have all the words of their ads spelled correctly; a slovenly announcement is an index to slovenly work.

Re-open should not begin with a capital, nor next; the hyphen is also omitted from re-open, and this in aesthetic Oakland.

## An Era of Economy

The man who gets "a fit of economy" sometimes tries to "take it out of his printer." That's a mistake—he takes it out of his own pocket—cuts down his own profits.

Because, cheap is of necessity poor, and there is only one kind of printing that is worth what it costs. It must befit your business—be correct and well done. I'm not the lowest-priced printer, but no one prints better. F. H. ABBOTT, 316 Battery St., S. F.

My booklet, "Quality Tells," for a postal.

Telephone Main 1299

Kasts advertise in big type "For Ladies Only."

What a blunder. One immediately thinks of certain unmentionable ads "For men only."

The adwriter should think.

It means something to grow in times like these.

It means confidence; good business methods; honest, dependable furniture; right prices.

Frank Mullen, you never wrote a better ad than the one from which this is taken.

In a very few days we move into our new quarters in the Golden Rule Bazaar premises. All these goods must go before we move.

Cost, and in some instances below cost figures, on everything.

That's good too. But it appeared several times. Who ever read an editorial twice, who reads an ad twice?

Change every time is the best rule to follow.

Another point is that your ad should always be in the same place in the paper. Folks like familiar faces.

Store Closed for the purpose of Marking Down Goods. O'Brien's.

Did he not mean they would mark the prices down?

Who puts it in the head of every compositor to put a cap at the beginning of every word?

Why didn't the ad man get a proof and kill the caps?

The rector of a prominent Episcopal Church remarked to me the other day: "Advertising is getting to be quite a science, and requires much study."

There's the point: study. Without careful thought no one ever wrote a good ad; that's why prosperous firms all over the country are employing adwriters, men who have time to think what effect this word or that will have upon the reader.

Each statement should be analyzed and looked at from every side, especially from the outsiders' point of view.

SAM P. JOHNSTON.

## Who Owns "Money Back"?

I take the following paragraph from the editorial columns of Brains last month:

"Who was the first advertiser to use that thumping phrase: 'Your money back if you want it'? It blossomed and bore fruit in so many places about the same time that its origin is hard to place. Does anybody know its father?"

I am glad Brains printed that little squib. It gives me a chance to say something I have been wanting to say quite awhile.

A few months ago a San Francisco correspondent to Printers' Ink by the name of Taylor, referred to Messrs. A. Schilling & Co.'s tea advertising here and wound up by roundly denouncing me for saying "Your money back" in some of my ads — saying I copied it from the Schilling ads.

Now, as a matter of fact, the store I am with had advertised to give money back long before the Schilling's tea ads appeared. They never made a feature of it as Schilling & Co. do, but they advertised it as often as they saw fit.

Further, I remember seeing the expression in eastern ads years before it was used by Schilling & Co. I believe the first time I saw it was in a Wanamaker ad.

No, Mr. Taylor, I didn't "swipe" the phrase from Messrs. A. Schilling & Co. Neither do I claim the authorship.

Here's some good advice: When you find or see or hear a phrase or clause or sentence or any other old thing, that belongs to nobody in particular, that has as much good sound business sense and meaning in it as "your money back if you want it" has, grab it!

Here's hoping more San Francisco merchants will get confidence enough in what they sell to say "Your money back if you want it."

And not only *say* it but *do* it. Doing it is what counts anyway.

Surely nobody has a mortgage on that little piece of good business.

J. FRANK MULLEN

## Advertising Creates Demand

In a recent issue of *Profitable Advertising*, Chas. Austin Bates asserts that advertising does not create demand. The assertion is unsupported by argument or evidence.

It is believed that Mr. Bates needs a definition of terms, and that he jumbles the words "want," "demand," and "need." Experience and observation through twenty years of business management of publications tend to confirm my belief that advertising does create demand—that advertising is one of the greatest factors in the creation of a demand for the thing advertised—always bearing in mind the difference between the "demand" and the "want" or the "need."

Mr. Bates' dictum seems to be in ignorance or defiance of the fact that the "demand" is one thing, and the "want" or "need" is quite another. He says, "I doubt if advertising ever created a demand. It simply tells where an already existing demand can be supplied." Probably were he to use the word "want" or "need" where he uses the word "demand" the second time in the above extract, the idea might be more in consonance with exact facts. There are a great many things wanted or needed by a great many people, but that does not always imply demand on their part for those needs. Whenever they see what they want or need advertised, that announcement incites or induces or creates the demand, that demand springing into existence by reason of the advertisement.

The want or need may be a latent one; the individual himself may not be cognizant of his want or need; he may not realize that the absence of something constitutes a want or a need, and realization of that fact may best be secured by an advertisement of the thing wanted or needed.

Without going into any metaphysical discussion of the abstract difference between what one may "want" and what he may

"need"—recognizing of course the fact that our wants are always larger than our needs—it is believed that this distinction is the important point that Mr. Bates overlooks in his discussion of the question, "Does Advertising Create Demand?" If advertising does not create demand, then much of its value is shorn.

It is neither my province nor my purpose to attempt to argue what appears to me to be a self-evident fact—an axiom in business—that advertising does create demand. If, as Mr. Bates states: "it simply tells where an already existing demand can be supplied," then a great deal of advertising is useless; and if his belief were shared by the advertising public it would be a serious matter to the publishers of papers receiving advertisements, and, in one sense, a serious loss to the purchasing public. For instance: I am the business manager of a company publishing two weekly illustrated high-class papers—one going to the farmers, fruit growers and rural residents of this coast; the other covering the mining and mechanical field. I suggest to the manufacturer of a gas engine or of a steam pump the advisability of an announcement in either or both papers. Such announcement will reach a good many men who may never have realized the value of such a machine in their business, or their immediate need or want of such an article until they saw the announcement. Its constant appearance educates them to the belief that they could use it to advantage, and when that belief becomes fixed enough to induce further inquiry on their part, that advertisement has then created a demand in their minds for that article.

Without assuming to criticise his criticism, I think this is the main point. It may also be said in the article referred to, that Mr. Bates does considerable in the way of assertion. For instance, he says: I wish to assert that advertising never created a demand." Mere assertion is not at all convincing. He cites no proof. On the other

hand the fact that so many things are sold to people that never realized the need or want of them until the advertisement they saw caused them to buy, is believed to be direct proof to the contrary of his assertion: namely, that advertising does create as well as supply a demand.

J. F. HALLORAN

## Bill-Board Publicity

Paper and paste cut considerable of a figure in these advertising times. It is not so many years ago that the bill sticker was a skulking thing which, dodging policemen in the daylight or shambling along under cover of darkness, plastered his small bills on deadwalls and bulkheads or along the side of the gutterways. The calling was humble, not to say disreputable. But those who had wares to sell soon found that it was a good thing to put their "ads" where they could be seen all the time by busy, moving wide-awake people.

So the business grew, and now the bill-boards are "known and read of all men" and women. Nearly every town of any size has its regularly licensed bill-poster, and in the large cities the business is heavily capitalized, and the hoardings run into thousands of square feet.

To induce advertisers to use the boards to this extent has necessitated a revolution in methods. It used to be that quite a large proportion of the paper given to bill posters to post, found its way into sewers or furnaces. But out-of-doors publicity was too good a thing to be thus handicapped, and as men with long heads got into the business, there came, with the renting of locations and building of boards, a gradual adoption of business method. Nowadays the bill-poster who would destroy bills instead of posting them, or cover them before the agreed showing had expired, is regarded as he deserves—a thief.

Few people, probably, have any idea how a bill-posting business is conducted. They

see the lithographed pictures and the painted signs wherever they go, but the method and machinery that is behind them they know nothing of.

I found a visit to the office and yards of Messrs. Owens & Varney very interesting. Even a non-advertiser would probably find considerable of interest in the methods of bill-board publicity. The yard occupies the good part of a block, and is as busy a place as ever I got into. There is the bill-room where several men are engaged preparing the paper for the bill-posters' wagons; long galleries with painters' stands on trolley tracks where posters are being painted; the carpenter shop where bill-boards are made into ten-foot square sections ready to be bolted to the posts; long rows of racks where bulletins are set for painting; and big rolls of paper that are unreeled over a measuring table and laid out for the poster painter.

I asked Mr. Owens to tell me something of how he handled posters.

"Well, after an order has been received and the paper sent down to our yard, every sheet is taken first to the bill-room and carefully counted. It is then distributed among the four wagons. Each of these wagons is assigned to a certain territory, which is traversed regularly. The routes extend to North Beach in one direction; the Water Front, the Ocean Beach and South San Francisco. To each driver is assigned his due proportion of each kind of bills to be distributed according to the scheme that is laid out. If the advertiser wishes to have one section of the city covered more thoroughly than another the paper is proportioned accordingly.

"As soon as the posting is completed a list of the locations is forwarded to the advertiser so that he can check up, and know that every sheet he pays for is printed.

"The latest improvement is our system of plats of all our boards, divided into spaces 28x42 inches, the standard size of a

sheet of poster paper. By means of these, the advertiser can select a particular place where he wishes his paper put, and explicit directions can be given to the man who puts up the paper."

This firm has 50,000 running feet of bill-boards, ten and twenty feet high. If put end to end, these boards would be about ten miles long, or more than enough to fence both sides of Market street and out to the end of Castro street. They make their paste in a thousand-gallon tank, and stir it with a steam engine. Tons of paper are put up every week.

More art is used in the preparation of bill-board advertising than in any other form of publicity, and this, doubtless, has something to do with its popularity. Most of the bill-board work is in colors, and is artistic from every point of view. A glance at the boards anywhere shows the art and skill exercised in their preparation. Bill-boards are usually used as an adjunct to newspaper advertising, but not always. Some advertisers are using them to the exclusion of all other methods.

The bill-boards appeal to a busy person, as the ad usually can be taken in at a glance, and no one ever saw a person get drowsy looking at one, as he will sometimes looking at the Sunday paper. Besides that, the bill-board works night and day, and it confronts you at every step, whether you want to look at it or not. There is always something fresh, something new, something

attractive, something artistic and something interesting on a bill-board.

FRED'K VAIL OWEN

### Not Many Like 'em

No imitation goods or articles with counterfeit labels will ever be kept by us. For instance, Grosse & Blackburn is a cowardly imitation of the trade-mark of that well known London firm, Crosse & Blackwell; Lea & Perrin's Worcestershire Sauce is too often imitated. No reputable firm will carry such goods. They are insults to their patrons and unjust to the manufacturers of these high-grade articles.—Goldberg, Bowen & Co., Grocers, S. F.



## BOLTON & STRONG

ENGRAVERS.  
PRINTING PLATE  
MANUFACTURERS.

--♦♦--  
FINE HALF TONES  
A SPECIALTY.  
--♦♦--

510-512 Montgomery St.  
SAN FRANCISCO



A Monthly Journal.

**A TO CIRCULATION:** The American Newspaper Directory says in its last issue: "In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to transportation and traveling is accorded to THE TRAVELER, published at San Francisco, and the publishers of the Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it."

For advertising rates, or sample copy, address Wm. V. BRYAN, Prop., 20 Montgomery St., San Francisco

THE TRAVELER is admitted to be "the most beautiful paper" published. It reaches the best class of people—who can afford to buy what they want.

## Advertising of Bromo-Seltzer

In your August issue, Mr. John O. Powers has a severe criticism on Bromo-Seltzer and the claims which the proprietors make for it. Let us see if the facts in the case will bear the gentleman out:

The accompanying advertisement is taken from the current issue of the "Pall Mall Magazine," London, showing the guarantee work we have used for years in Europe.

**All Headaches Instantly Cured  
or Money Refunded.**

### Legal Guarantee.

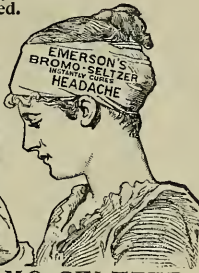
EMERSON'S BROMO-SELTZER, the most successful American Remedy, is an effervescent powder, taken in water. If three doses do not cure any head-

**7** d. ache, no matter how caused, send the bottle to us, saying where obtained, **AND WE WILL**

**1** **2** **AT ONCE REFUND**

THE PRICE: Trial bottle, post 5 free, 7½. Larger sizes 1½ and 2½, sold by many chemists, or obtained to order by almost all. EMERSON DRUG CO., LIM., 46, Holborn Viaduct, London. E.C. Insist on full name—

**Emerson's BROMO-SELTZER.**



Bromo-Seltzer is "Money-Backed" more than any preparation in the world. It is "Money-Backed" from the factory to the wholesaler, from wholesaler to retailer and from retailer to consumer; and with a sale extending all over the world, with an output of over seventy thousand bottles every day, and a guarantee backing every bottle, the proprietors have never been asked to refund the price of a bottle.

The writer of this article has personally interviewed sixteen thousand retail druggists in the United States and Europe, who sell Bromo-Seltzer every day, and he never met one who spoke of any of their customers discovering that the claims advanced for Bromo-Seltzer were lies.

Mr. Powers says, "I admit that such use of advertising, (telling lies) if cleverly done, and backed up with good and thorough business management, is quite as likely to make money for the advertiser as honest advertising."

Anybody who knows anything at all about the results of advertising knows that it costs more to get the customer the first time than the profit on the article sold, especially when trial sizes are put up. "Good and thorough business management" cannot send a person to the store to buy the second bottle of an article on which

they have already been fooled. To use the gentlemen's own words, in paragraph 7:

You can't afford to lose a customer. There is nothing—absolutely nothing—that keeps customers but money's worth right along. So-called advertising may get an occasional customer; but poor goods will lose you that customer some day, and your advertising will turn out to be very costly unless money's worth stands back of it.

Mr. Powers thinks "Money-Back" the height of honesty when applied to tea, but dishonest when applied to Bromo-Seltzer. He thinks that nothing but money's worth will keep customers in the tea business, but thinks 70,000 people a day will fall over themselves to get Bromo-Seltzer because they have been lied to.

Mr. Powers possibly understands the tea business. J. H. BALLANCE.

### [REPLY]

I have read over Mr. Ballance's article in regard to Bromo-Seltzer.

Mr. Ballance does not touch the point that I have raised—namely, I said "From this point of view I suppose that the claim made by Bromo-Seltzer—'Cures all headaches'—is successful advertising. Of course it is a lie. Bromo-Seltzer does not cure all headaches, etc., etc."

Mr. Ballance's statements in substance are that Bromo-Seltzer gives satisfaction, and besides is money-backed from maker to wholesaler, from wholesaler to retailer and from retailer to consumer.

Yes; I suppose Bromo-Seltzer does give satisfaction and is money-backed all along the line; and yet I repeat that Bromo-Seltzer does not cure all headaches (I use it myself); and I repeat that the advertising statement made that it does cure all headaches is not true.

Facts are facts and lies are lies, and money-backing does not change them.

Truly yours, J. O. POWERS.



# For Better Advertising

Advertisers can help make the AD BOOK interesting and valuable to themselves by sending to the editor samples of their advertising for comment and criticism; by asking questions and propounding problems; by offering suggestions and submitting ideas. The invitation is open to all, everywhere.

Some kind friend sent me a bottle of corn medicine. I never used corn medicine in my life but I opened the package to see what it was and around the bottle was a very attractive little circular with a cut and descriptive matter about corns. It looked interesting enough to read, and I read it. It told me a good deal about corns that I never knew before. It stated everything in a clear, concise and straightforward manner. It seemed honest; it seemed to be genuine information; it seemed to talk about something of genuine merit and I felt I had never before seen a circular about corns, or anything else, so well calculated to sell the thing advertised. The matter is reproduced here for the benefit of AD BOOK readers, leaving out the embellishments of two colors and the typographical arrangement which made it attractive:

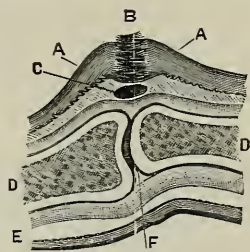
## WHAT IS A CORN?

Physicians call it a Clavus, and tell us it is a callous or horny thickening of the skin, generally over a joint in a toe, with a central core or "kernel," built up of the layers from within outward. A hard corn cut in half would look like this:

Soft corns are very similar in their characteristics, except that from being kept moist by perspiration, they are soft and spongy.

## WHAT PRODUCES A CORN

Pressure. Not necessarily that the shoe is tight—but perhaps the heel is high and throws undue weight on the toes; or it may be that the shoe, while apparently roomy, does, at some position during walking, press upon some one spot; the result is that uncomfortable nuisance, a Corn.



A—The Corn. B—The "Kernel." C—Sack of Fluid. D—Bone. E—Skin. F—Joint of toe.

## WHAT SHALL I DO FOR IT?

Ah! now there is the question. Everyone has his own idea on the subject. Some people pare them, getting a little temporary relief, but stimulating the

corn to twice as rapid growth—just as frequent cutting promotes the growth of the hair. Plasters sometimes give relief, but are in no sense curative. Ointments and most "corn paints" are open to the objection that they remove too much, and the result is a sore foot instead of a sore toe.

## WHAT THEN?

Well, there is a colorless—remember, clear and colorless—fluid to be applied with the brush in the vial; it dries instantly, and immediately deadens the pain. After four days treatment, the corn will be found unnaturally white—dead—and by starting it with the point of a knife—don't cut, mind!—it will peel off, kernel and all, like the skin of an onion, and leave a natural, healthy skin in its place. It will not return either, unless the causes which produced it are continued, when of course a new corn may form.

THIS FLUID IS CALLED  
WILLAMETTE CORN CURE  
25 Cents Per Bottle

I was curious to know if the circular had been effective in selling the corn medicine as I believed it ought to be, and in reply to my query I received the following letter, which is certainly a most remarkable statement. The man who can get up a circular that will sell goods to one recipient in five is a master of advertising:

Editor AD BOOK:

In reply to your query as to the results achieved by our little circular on "Corn Cure," we would state that our records show that the first five thousand of the circulars distributed sold a few bottles over one thousand of the remedy—at the time an entirely new and unknown article.

Of course this result was attained by the careful use of the circulars, not by any broadcast work. They were handed out over the counter to customers, and mailed to a select list, with other advertising matter.

Yours very truly,

San Francisco.

BOERICKE & RUNYON.

Kutner-Goldstein Company,

General Merchandise and Grain,

Hanford, Cal., Sept. 10, 1897.

Editor AD BOOK:

We herewith enclose a circular we use in advertising the store. We send these out once a month to the various towns in our locality. We also place one

in each package at the parcel counter. This has been our first attempt at illustration, heretofore it was plain prices.

If you have any criticisms either way we would be very much pleased to have them.

Yours truly,  
KUTNER-GOLDSTEIN COMPANY.

The circular sent is a four-page monthly price-list, illustrated with stock cuts of staple goods. The firm runs a general store, and this price-list shows about everything, from fly-paper to sewing-machines.

I think it might contain a little more reading matter—so much pricing is rather tedious. Here, however, is a gold nugget:

#### MONEY BACK,

With us, does not refer to any particular patented article, or to any special brand of tea, but to each and every article in each and every department of our mammoth establishment.

Every pound of groceries, every yard of dry-goods, every package, large or small, that leaves our doors is backed by our guarantee to be, in every respect, as represented, and should it prove otherwise, we will cheerfully refund the full purchase price.

That's good advertising, and the firm that lives up to it will do a good business. Still, it could be made a little more flat-footed and effective by saying "money back if you want it," without any question, instead of making it a condition that the goods be in every respect as represented. Goods are frequently bought without any particular representation; and again, people will purchase an article and wish to return it even though it was as represented. Let them return it; give them their money back; do it cheerfully; not one in a thousand will impose upon such a privilege, but many more than one in a thousand will be made steady customers by it. A man who once lived in Jacksonville, Florida, told me that he ordered from John Wanamaker, by mail, some article of apparel as a present to his wife. That he kept it a month, and then decided that it was not just what he wanted. He returned it, and honest John

returned him his money. This same man sent to John Wanamaker not long ago a little job of repairing on a camera, clear from California, because he said he knew that John would do the job right and charge him the right price for it, and send it back promptly, and if it was not right or did not satisfy, he would get his money back.

There is one question that occurs to me, and it applies to all similar efforts. Does this form of advertising pay as well as would the same amount of money expended in the local newspapers? I am inclined to think not. Can anyone give their experience, facts and figures?

Harrington & Benedict  
Printers

Los Angeles, Cal., Sept. 4, 1897.

Editor AD BOOK:

Thanks for copies of your book.

Enclosed is our latest—and it takes.

We place a ticket in each bundle of printed matter we deliver to our customers.

Yours truly,  
HARRINGTON & BENEDICT.

The "Latest" consists of what purports to be a ticket to Dawson City via San Francisco and Dyea over the Alaska Midland Railroad, and by the Old Hulk Steamship Company and the Dyea and Chilkoot Pass Pack Railroad Company with all coupons, numbers and regulations of a genuine ticket. Upon the ticket proper and on each coupon is the line "Subject to Conditions on Back of Ticket." The "Conditions" are those usually exacted, and

It is further agreed between the parties of the first part and the party of the second part, that the party of the second part shall be required to procure all their printing of

HARRINGTON & BENEDICT,  
217 New High Street.

The last of course constitutes the advertisement. Such little flyers as this at times when the public is interested as it has been in the Alaska gold excitement probably have some advertising value, as many who receive them will carry them around in their pockets to show them for the joke in

them. Any printer can get these up at a cost of about \$1.50 a thousand. The idea is not a new one by any means, but it is as good as it ever was.



### The Wonder Hat, Flower and Feather Store.

San Francisco, Cal., Aug. 25, 1897.

Editor AD BOOK:

We should like to see your opinion of the enclosed ad in your very interesting AD BOOK.

Very respectfully.

SPENCER & MITAU.

To begin with I think the advertisement is too general; in this day of competition and bright advertising, ads should be written with some special point to them, and that point made attractive. To say that you have an endless variety, and always at lowest prices, is what everyone else says; and it has little meaning.

Another thing I object to is putting the name at the top, and in such big type; it

CUT OF  
HAT

## THE WONDER MILLINERY NOVELTIES

Dame Fashion's Approved Fall

and Winter Dictates in

ENDLESS VARIETY Always at LOWEST PRICES.

1026 MARKET ST.

THE WONDER HAS NO BRANCHES.

is not the name you want to sell, it's the goods, and those goods that you want to sell should always be more prominent than the name. An interesting advertisement cannot have the name so small but what readers will see it. It is generally best to put the name last. You have selected good bold type, but there is too much sameness; and capital letters are never nearly so readable as lower case letters.

It seems to me you ought to be able to say something about your store or about your goods more directly and more definitely, instead of being so general. In a large store like yours, carrying such a variety of goods, there is any quantity of material to write about that would be interesting to

buyers of millinery. I think it would puzzle me to know where to quit.

Advertising needs to be attractive, interesting; to give information; to be new, fresh, and different from other advertiser's advertising.



"Collins" the Hatter sends me a miscellaneous lot of advertising which he thinks brings in some results. It consists of memorandum blanks, blotters, etc. The best argument on any of them is this:

### We Can't Save You

a house and lot on the price of a hat, but "Better Hats at Same Price" or "Same Hats at Less Price" is what we're aiming at, and day in and day out, you'll find we come nearer the mark. "Best Hat Values" is our motto.

That of itself was enough to put on the blotter without overloading it with other matter not anywhere near so good. All the work is neatly printed and with the exception of this blotter, brief enough.



DR. W. H. JACOB,

CHIROPODIST, MANICURE AND DERMATOLOGIST.

Salt Lake City, Utah.

Editor AD BOOK: Please inform me when, where and how to advertise and what are the charges.

Yours truly, DR. W. H. JACOB.

Dr. Jacob can ask for more information in fewer words than any man I ever heard of. However, all his questions are capable of answers, and applied directly to his individual case are as follows:

When? Every day in the daily papers.

Where? In the classified columns of the Salt Lake Daily Tribune, for one place.

How? Tell about your business; what you do and what you charge for it; don't exaggerate; tell the truth about it; change your ads at least once a week; be sure you do just what you advertise and a little better if you can.

Charges? Expend \$50 a month for this advertising; if it is not enough increase it—it will probably be enough.

An advertiser in a similar line of business in San Francisco by the expenditure of about \$70 a month in classified advertising in the morning dailies has doubled his business in 18 months. Any one else similarly situated can do as well; few perhaps are so favorably situated to get so much benefit from this class of advertising, but it can be made profitable. Classified advertising is capable of a good many things few people know anything about.

Nash Bros.,  
Cash Grocers,  
Pasadena, Cal.

Editor AD BOOK:

We enclose you our booklet — the first attempt. We carry a stock of \$6,500. Sell for cash. Yearly sales \$75,000.

Yours respectfully,  
NASH BROS.

This little booklet is entitled, "Facts About What You Eat," and the cover bears an original illustration of a head-waiter in a dress suit. The man who wrote that booklet knows how to write good advertising, and he knows what ought to go in and what ought to be left out.

The following are interesting:

#### OUR SPECIAL SALES.

Nash Bros. were the first to introduce special grocery sales in California, and, as far as we know, in the United States. These are given not only to advertise our business, but to show we appreciate our customers, and especially to help the laboring class, who receive their wages weekly or monthly, and who then can lay in a supply for a little money. We have always tried to make these sales better than they were advertised. They are open to every one, whether a regular customer or not, and we hope to see you at them, as we shall hold them from time to time this year.

#### OUR EMPLOYEES.

They are men who have been with us for years, and are well known in this city. They have their homes here, and do their trading in other lines with Pasadena people. All have had large grocery experience, and, above all, possess characters which would make them lose a sale rather than misrepresent a single article in the store. All have free access to the cash drawers; the honor of each is above question by us, and we wish our customers to share with us in this confidence.

Moses & Helm, New York, sent me a set of six cards they designed for Smith, Gray & Co., that are the most distinctly original and artistic clothing advertisements I have seen. They are printed in three very rich colors, and one cannot resist reading the accompanying matter.

"Your Judgment, Please," is the title of an artistic booklet, in an artistic envelope, from Will C. Turner, of the Trow Print, New York, a unique and forceful advertisement. Other samples of Mr. Turner's work show him to be entitled to a favorable judgment.

The editor acknowledges receipt of a great many samples of printing, booklets and advertising matter, which cannot be noticed in this issue for lack of space, but must go over until next month. Among others, are the extraordinary catalogues of Goldberg, Bowen & Co., and Lebenbaum & Co.

A photographer in Stockton has this rhyme in his show-case amid specimens of his mystic art:

If you have beauty,  
Come and we'll take it:  
If you have none,  
Come and we'll make it.

The Geo. L. Claussenius  
Company.....

**PRINTING**

THE KIND  
THAT PAYS

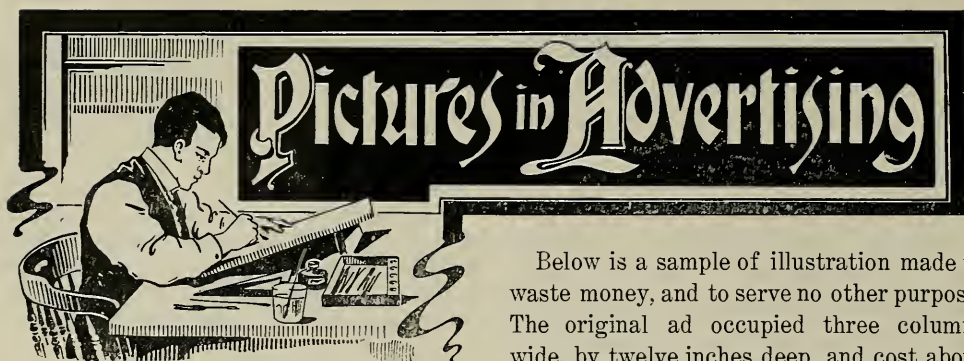
When You Require

A CATALOG  
A TASTY BOOKLET  
A CIRCULAR  
or FINE PRINTING

Consult Our facilities

523 MARKET STREET  
SAN FRANCISCO, CAL.

'Phone, Red 1653



Printers' Ink never said a truer thing than "The best advertising illustration is one that shows the article in use or shows how it is or can be used."

Illustrations in advertising must be good ones and picture the thing advertised, or they are but a waste of money.

## OUR SURPLUS STOCK SALE

Here is a happy hit, and one of the best designs of simple character that has recently appeared in the daily papers. The artist has caught the idea of the sale, and expressed it in a unique and effective manner. While not very carefully drawn, and thus not representing the wares as well as it might, its advertising value is strong. It is from a recent newspaper ad of Nathan Dohrmann & Co.

Below is a sample of illustration made to waste money, and to serve no other purpose. The original ad occupied three columns wide, by twelve inches deep, and cost about \$300 to exploit a Gibson picture and say nothing.



We Throw Open Our Doors to the  
Public To-Day.

**S. N. WOOD & CO.,**  
Columbian Woolen Mills.  
718-722 Market Street.

No one would know from the advertisement who S. N. Wood & Co. are, or what they have behind the doors they throw open. The idea in the picture, if it has any, is that the women are welcome.

What to, a millinery store?

The example last month of stolen illustrations is not half so flagrant as the Goldberg, Bowen & Co. ad. Here is a Louis Rhead design, for which Lundborg probably



paid twenty-five dollars, reproduced by photography and by a few pen scratches changed into a tea ad. It would have been creditable to have taken the *idea* of the



design and redrawn it, suiting it to a tea advertisement—and it would have been a good ad. As the Lundborg ad is a familiar one in the magazines, the inference is that

Goldberg, Bowen & Co.'s tea is probably as weak as their advertising, whereas most of us in the advertising business have come to look upon their advertising as very strong.

Take it the other way; if they were imposed upon, and didn't know they were using stolen goods, the inference is that they may also be imposed upon in the tea they have bought and offer for sale.

Advertising should be as good as the store.

### A Good Advertisement.

A Brooklyn printing firm issues a good advertising card, worded as follows:

"All things come to him who waits."

Don't you believe it!

You must hustle while you wait.

Your trade isn't what it ought to be.

Your competitors advertise and hustle for business while you wait.

You must advertise, too

If you are not acquainted with us, let a trial order prove that you have lost money by not knowing us sooner.

If the Ad Book looks a little better this month, charge it to the printers—Brown, Meese & Craddock, 419 Sacramento Street.

I know they have newer type and better facilities—and that means better work.

Editor Ad Book

### It Buys \$40 Suits

SAN FRANCISCO, Sept. 18, 1897.

Editor AD BOOK: The following is part of an ad of Brown Bros. & Co., which appeared here recently:

Clay worsted looks  
well on anyone any-  
where.

\$15

Made like the tailor  
makes for the banker  
---\$40

Are we to understand that a clay worsted suit made up like the tailor makes for the banker costs \$40 at Brown Bros. & Co's?

If so, what does the \$15 buy?

Respectfully, J. F. M.

At Brown Bros. & Co. salesmen say that this ad sold several \$40 suits for \$15.—Ed. AD BOOK.

### Kutner-Goldstein Company

Hanford, Cal., Sept. 3rd, 1897.

Editor AD BOOK:

Please include me as a subscriber to the AD BOOK, the handsomest journal of the kind that we ever received. Please send the July number. We enclose our check for \$1.00. Yours truly,

KUTNER-GOLDSTEIN CO.

### The Paraffine Paint Company

San Francisco, Cal., Sept. 3rd, '97.

Editor AD BOOK:

We wish to state that we are much pleased with the appearance of and matter in the book you are publishing, and wish you every success in the undertaking, and will be pleased to take advantage of your offer of assistance in the matter of advertising. You will hear from us later on. Yours very truly,

PARAFFINE PAINT CO.

The E. C. Dake Advertising Agency is placing a very large order for the Emporium and Golden Rule Bazaar in the country papers. The first ads will be double column, on the order of one reproduced in the AD BOOK last month, followed by single column advertisements.

This Agency has also recently placed the advertisements of Smiths' Cash Store in a number of papers throughout the Pacific Coast.

The Hercules Gas Engine Works, whose advertising heretofore has been almost exclusively in trade papers, has during the past month placed considerable advertising in daily papers throughout Arizona, Idaho and California, through Dakes' Advertising Agency.

# Posters that Pay a Profit

Effective advertising  
posters and street car  
signs that stand out  
above the ordinary

New and original  
designs that tell your  
business story as you  
want it told

We do the complete  
work from inception to  
finish — designing, en-  
graving and printing  
Prices right

## H. S. CROCKER Co.

Printers  
Lithographers  
Engravers

215-219 Bush St. SAN FRANCISCO

## Allen's Press Clipping Bureau

MAIN OFFICE, 510 MONTGOMERY ST.,

SAN FRANCISCO

Dealers in all kinds of Newspaper information.

Advance reports on all Contract Work.

**IF YOU WISH TO ADVERTISE**  
in newspapers anywhere at anytime  
call on or write

**E. C. DAKE'S ADVERTISING AGENCY**  
64 & 65 Merchants' Exchange  
SAN FRANCISCO



**WATCHY  
"AD"**

**WILL TURN  
A DOLLAR  
QUICKLY**

*Union Photo Eng. Co.*  
523 Market St.  
San Francisco

**WE DO  
HIGH GRADE  
DESIGNING &  
ENGRAVING BY  
EVERY PROCESS**

Telephone Main 1071

## Color Printing

is our specialty. We print the posters of the town, and do it well, or we wouldn't get the business. In Label and Lithographic work, we suit the most particular people. We have some ideas of our own that makes our printing distinctive. **LOUIS ROESCH CO., 325 Sansome St.**

Established 1852

Telephone Main 1738

## L. P. FISHER Newspaper . . . Advertising Agent

21 Merchants' Exchange Bldg., San Francisco

Advertisements Inserted in all Newspapers and  
Magazines at Publishers' Lowest Prices.

## Business Bringers For SHOE STORES



Here are three leaders for fall trade—shoes of style—of faultless fit—of skilled workmanship—of dainty finish. The kind of shoes that win your customers' confidence.

Let us make you a sample dozen.  
We don't carry them in stock.

No. 1—Ladies Century Lace Shoe—bright box calf vamp—kangaroo or horsehide top—three-quarter seamless fox celluloid eyelets—single or half double sole—Belvedere (25 cent) toe—diamond or straight tip—heel 8-8 straight—McKay sewed. \$2.00.

No. 2—Ladies' Century. Matt Kid, Lace Shoe—three-quarter fox—celluloid eyelets—diamond or straight, stock tip—heel 8-8 straight—Monterey (new \$) toe—Goodyear welt. \$2.50

No. 3—Ladies' extra fine Kid, birdseye cloth or kid top, Lace Shoe—circular vamp—fancy heel fox—fancy lace stay—celluloid eyelets—diamond or straight patent leather tip—Del Monte (dime) toe—heel 9-8 concave—welt or turn sole. \$2.75.

Other taking novelties besides the above. Samples and prices for the asking.

## SIEBE SHOE CO.

Exclusive makers of 27-31 JESSIE ST.  
Ladies' Fine Footwear. San Francisco

**PATRICK & CO.**  
**RUBBER STAMPS**  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.



VIEW INCLUDING LABORATORY, ICE MACHINE, ETC.

### THE WESTERN CREAMERY EXHIBIT

Modern Apparatus for Butter Making in Operation at the Mechanics Fair, in this City from August 17th to September 18th.

The directors of the Mechanics Institute, of this city, adopted the idea this year of specializing the display of pure foods and invited exhibits showing the process of manufacture and announced that a creamery would be one of the leading features. After they had tried to induce the local dairy supply houses to make such an exhibit, without success, the publisher of the WESTERN CREAMERY decided to operate two such plants, at the State Fair and at the Mechanics' Exposition, to show the people how inviting and cleanly a well-ordered creamery could be made, and incidentally put a collection of modern apparatus into use for the benefit of his advertisers.

SOME GOOD MACHINERY FOR BUTTER MAKING

The space conceded for this purpose in

the Mechanics' Pavilion was on the main floor, 25x70 feet, where stairways from the balcony also led the crowd to the exhibit. The only exhibit of equal size was one of wagons, which but few looked at, while the creamery in the same vicinity was constantly surrounded by city and country people. The Disbrow combined churn and worker attracted the greatest attention and the ladies swarmed around it, when the butter was finished, with exclamations of delight. The Russian separator, sent directly from West Chester for this exhibit, received great attention from the multitude. The operation of Simpson's Jumbo butter cutter took the popular fancy. The Russian tester and the creamery laboratory had a great fascination and seemed to be a deep mystery to the people. The Barber & Colman automatic skim milk pump kept a young man busy, and the Gem butter package received many compliments.

A most satisfactory part of the exhibit was that of the ice machine and the gasoline engine.



DISBROW CHURN, CUTTER, SEPARATOR AND SALES COUNTER

#### THE ENGRAVINGS

show the extent of the exhibit and its leading features. The right to sell the products was secured and the sales were expected to cover the cost of fitting up and operating the plant for five weeks. Two young ladies were employed to attend to sales. Mr. J. P. Pearson, who has operated the Fallon creamery for two years, and who acted as instructor of the State Fair Dairy School last year, had this creamery in charge, and was aided by Jas. Fallon and J. A. Howie as students, and two assistants. The laboratory was in the hands of W. H. Saylor and Mr. Pearson.

The greatest difficulty experienced was in making the people understand that only a creamery publication was back of this great display. It was generally supposed that some large supply house must be interested or that a large creamery somewhere was advertising its business. The engraving shows a zigzag of WESTERN CREAMERIES tacked up around the space, and a sign 20 feet long explained its nature, but not one

in a thousand of the immense crowds deeply interested in the processes, will ever know that the WESTERN CREAMERY is a publication devoted to the creamery interests of the Pacific Coast and Australasia.

The advertisers will be largely benefited, however, and this policy of bringing the best creamery apparatus before the people will be continued in the WESTERN CREAMERY.

### American Process Engraving Co.

304 BATTERY ST., S. F.

**MODERN ENGRAVERS** For the Production of Plates for the Printing Press

Half Tones a Specialty

Line Etching Designing

Our Work is First-Class and Prices Low.

Phone Brown 174-4 Bells

# The



# Western

A Monthly Journal  
for the Butter Makers  
of the Pacific Coast  
and Australasia



# creamery

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THE WESTERN CREAMERY is the only publication devoted to buttermaking which reaches all of the important creameries of California, Oregon, Washington, Australia, New Zealand and Hawaii. It is the only one published in this vast territory, and monopolizes the field.

---

Its publisher goes to a great deal of trouble and expense to bring the interests of his advertisers before the operators and directors of the creamery plants. At the recent Mechanics' Fair the largest exhibit was that of the WESTERN CREAMERY. See preceding two pages for illustration of this great exhibit.

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The October issue will also have an illustration of a similar exhibit under superintendence of the publisher at recent California State Fair.

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Advertising rates, \$20.00 a page or \$1.25 an inch. Same style pages as the AD BOOK.

Address:

The Western Creamery,

113 Davis Street, San Francisco.

SAN FRANCISCO

OCTOBER, 1897

The

# Ad Book

A MONTHLY EXPOSITION OF MODERN  
ADVERTISING

## CONTRIBUTORS

JOHN BUNNING - Tillmann & Bendel  
When Doctors Disagree

JAS. G. TAYLOR - A. Schilling & Co.  
Made in Germany

N. C. FOWLER, JR. - Fowler's Publicity  
The Country Press

SAM P. JOHNSTON - - -  
- - - Goldberg, Bowen & Co.  
Johnston's Criticisms

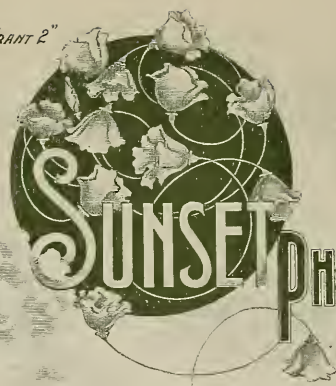
E. E. CAREY - Cal. Photo Engraving Co.  
Random Shots

FRED'K VAIL OWEN, Editor



TELEPHONE "GRANT 2"

DESIGNING  
ENGRAVING  
PHOTOGRAPHY



131 POST ST.  
SAN FRANCISCO

## All About Advertising

"Fowler's Publicity" is the only encyclopedia of advertising; all other books being either directories or the prejudiced work of men interested in advertising. It tells the whole truth. It contains 6,000 ideas and 2,000 illustrations. To know all about it write to Fred'k Vail Owen, Pacific Coast Agent, 31 Halleck Block, San Francisco.

## Your printing represents you



Are you rightly represented? First impressions are lasting. You can't afford to have them poorly made. A booklet or circular sent to those you desire to do business with should attract — be better than your competitors if possible. It costs but little more than commonplace printing and is more satisfactory to the sender. I produce this business-getting sort of advertising matter.

'Phone Main 1299

F. H. ABBOTT, 316 Battery Street, S. F.



# The Ad Book



A MONTHLY EXPOSITION OF MODERN ADVERTISING

VOLUME I

SAN FRANCISCO, OCTOBER, 1897

NUMBER 4

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES:

On cover, \$50 a page; \$30 a half, \$20 a quarter.

Inside pages, \$25; half page, \$13; quarter page, \$7.

Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

FRED'K VAIL OWEN, Editor

J. H. BOND, Business Manager

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

OFFICE, 320 SANSOME STREET. TELEPHONE, CLAY 381

The editor assumes responsibility for all that appears in the AD BOOK to which another's name is not signed. The views, assertions or opinions of contributors are their own, and no editorial endorsement goes with acceptance and publication of signed articles. Writers are allowed considerable freedom from editorial censorship, in the belief that a man's free opinions are the best he has.

There has not been, and shall not be, a line of paid or influenced matter in the reading columns of the AD BOOK. The very nature of the publication is such that much of it may seem like "write-ups" and influenced criticism. But let it be understood, once for all, that nothing goes into these pages except that which is considered to be of more interest to subscribers than anyone else; and that no one pays a cent for, or, by favor or otherwise, secures favorable

mention. All the advertising that comes of mention here is free; and merit is always welcome to free advertising.

On the other hand, editorial adverse criticism is never indulged in with any other object than the improvement of advertising. No personal feeling, no interest in men, methods or mediums finds any place.

The men who handle advertising in San Francisco would be the better for a better acquaintance with each other. The more one knows of one's fellows the better fellow one is. We all help each other (or should), and from association and contact with the thoughts, the views, the work of others, our thoughts, our views, our work becomes better.

Two of the most competent advertising men in San Francisco, working within a stone's throw of each other, yet total strangers, and misunderstanding each other, were last week brought to an understanding and an acquaintance, by the AD BOOK.

Mr. J. Frank Mullen is doing, in the opinion of capable critics, the best furniture advertising being done in these United States. Mr. James G. Taylor is a man whose unheralded labors in the advertising field put him head and shoulders above the much-lauded and better-known men.

The AD BOOK proposes to bring together such men as these, hoping thereby to advance the business of advertising to the general good. Perhaps a club of advertising men would be a good thing?

## “When Doctors Disagree”\*

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Truthful advertising is not always good advertising; and good advertising is not always strictly truthful.

Let us distinguish between goodness that means effectiveness and goodness that means morality.

Advertising is a branch of business and must conform to the rules and standards of business. A good business is one that sells goods and makes profits.

If we are going to introduce purely moral considerations into advertising and logically insist upon their application in other branches of business, where are we going to “get off at?” Honesty is one thing or another according to the point of view. It has as many colorings as are known to the spectroscope. Suppose we reject the two extremes—the creed of the thief and that of the ascetic and saint—to whom shall we look to designate the exact position of the happy medium?

What A calls dishonest B calls fair; but the advertising man is not an arbiter of morals.

---

I am moved to these remarks by the frequent repetition by many advertising men of the so-called “principle” that advertising must be truthful. This “principle” was adopted (temporarily perhaps) as a sort of advertising slogan by some shining lights among the new “profession” variously designated as ad-smiths, adwriters, publicity promoters, etc., and is being resounded in various keys and cadences by lesser lights East and West, who apparently delight in reflected glory.

Even such able young men as our own Mr. Powers and Mr. Mullen—whom I distinctly do not class with the aforesaid lesser lights—waste some of their valuable time

and the equally valuable space of the AD BOOK with their exhortations to be truthful.

I do not believe merchants appreciate this sort of talk; neither the honest nor the dishonest advertiser cares to take Sunday school lessons from an advertising man. Most of us know and admit that there is a deplorable lack of truthfulness in business—particularly in the retail trade—and this disposition to tell more than the truth is strongly reflected in advertising. It is the natural result of our systems—it is the child of fierce and unrestrained competition. Let us hope for a time when business men will have no need of telling anything but the plain simple truth. Let us hope for the millennium. But under present conditions I doubt whether advertising men can afford to pose as social reformers.

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Nevertheless, this “reform movement” would deserve universal sympathy if it were systematically and persistently directed against the real and worst offenders; but here comes friend Powers and takes a shot at Bromo Seltzer for claiming to cure all headaches. “It’s a lie,” he says. Why bless your life, what is a lie? An untrue statement? No, not unless the statement besides being untrue, is intended to deceive; and even if there is such an intention but no possibility of deception, the lie is at least harmless. Nobody ever believed, nobody is supposed to believe, that Bromo Seltzer cures ALL headaches. It is a catch phrase—the figure of hyperbole, that is as appropriate in advertising as it is in everyday speech.

---

“The Sun and Sapolio make everything shine.” Is that a lie? Of course we know it isn’t true; there are ever so many things to which neither the sun nor sapolio will

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\*The editor supplied the heading, as the article came without any.

give the slightest lustre, (for instance, an advertiser's reputation for veracity). Yet that phrase forcibly conveys the intended meaning and nobody is deceived by it.

"Schilling's Best Tea makes meat and potatoes luxurious." Is that strictly true? To make a meat and a potato diet a luxury requires a hearty appetite, a good digestion and a happy disposition. It is true, however, that a fine cup of tea will help to make a plain meal more enjoyable. That is all the ad meant to convey and it does it admirably.

"The Call speaks for all." Of course, it doesn't. It can't, if it has any principle or consistent policy. But who would think of interpreting the expression any other way than that the "Call" tries to do justice to all persons and issues. Taken this way it states at least a possibility and, I hope, a fact.

But this is different:

"The Chronicle has the largest Circulation."

Perhaps the boards that tell this story were put up when the story was true; but now —

But what of it? Supposing this false statement should lead people to subscribe to the Chronicle on the ground that largest circulation indicates merit; suppose merchants advertise in the Chronicle on account of this fictitious largest circulation; shall we quote scripture and proverbs against the paper as a dishonest advertiser? You will be told that the Chronicle subscribers get more than their money's worth, no matter what caused them to subscribe, and that Chronicle advertisers are placing their money judiciously because the Chronicle has the BEST circulation, making up in quality what it lacks in quantity.

Whether it would be better—that is, more effective—to say best instead of largest is with me a matter of doubt.

Here is the point: We can afford to overlook such lapses of truthfulness if they are harmless in their results. Not that such

a tendency deserves encouragement, but it is not worth much opposition.

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Chorus:—"Oh, you do not see the point, we are not talking honesty from the standpoint of morality, but of business utility. Untruthful advertising is not effective; does not pay—at least not in the long run, etc."

Gentlemen, please prove it! I wish you would; I sincerely and devoutly wish you could!

You certainly do not need proof or particulars of the fact that some of the most paying advertising right here in San Francisco, that has paid not for months but for years, is pure, unadulterated faking.

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Truthfulness is not a principle of successful advertising. Advertising is good, if it succeeds; if it accomplishes its purpose. The means employed may make it good or bad from a moral but not from a business standpoint. Inferentially this brings me to the conclusion I want to reach, viz: Advertising has no "principles," no fixed rules, and contrary to the recently advanced idea, is in no sense of the word a science.

The proof of this, esteemed co-laborers, is found in your own contributions to the "literature" of advertising. The only point that some agree on is that advertising should be truthful; which I have shown is a matter of conscience, not of science. The only "principle" you all agree on is that advertising should be constructed and managed as to bring the desired results (!).

Surely, "it needs no ghost come from the grave to tell us this."

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Advertising cannot be regulated by any fixed rules or principles any more than business in general, of which it is a part. Its supposed recent development into a "science" means nothing more than that more special and greater attention is being

given to it than heretofore. Numerous new ideas and methods have cropped up and are being continuously replaced by others both better and worse. The result of this special activity has been the advertising specialist, who devotes his entire time and attention to this branch, and who is a brother specialist with the salesman, the buyer, the credit man and the department manager. He is now recognized as representing a distinct and necessary division of the mercantile service. The success of his work depends upon the extent of his ability to quickly understand and handle each individual case or condition that presents itself—shaping his policy, not according to supposed universal rules or principles that he has discovered or mastered, but by conclusions deducted in each instance from the sum total of his general knowledge, special experience and practical business sense.

But the minute he sets out to lay down rules after the manner of writers on scientific subjects he will be found floundering in the mire of confusion and contradiction. His rules will be found applicable only to particular cases, and in most instances can be met with precedents that seem to establish a contrary rule.

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Just a few instances right at home:

In the August number of the AD BOOK Mr. W. E. Joslyn lays down the rule "Advertising to be effective must be refined." Has he ever noticed the leading clothing store advertising of this city? Now, doesn't it breathe a dainty air of refinement though! Yet who is ready to say that it isn't effective?

Mr. Joslyn evidently had in mind only the advertising of certain retail lines; yet even in this limited field his rule is not a rule. Delicacy and refinement appeal only to those who can appreciate them, and good results have been and are being obtained by screaming bargain announce-

ments, into which the question of refinement does not enter at all.

In another number, Mr. Edgar J. Arnold, having enunciated the general rule that nearly all ads should be illustrated, follows it up with a special one, to-wit: "Do not aim at frills on the article illustrated; let it show the goods in the view as if placed on your counter [!]. For instance, I saw a cigarette advertised, and in the cut the smoker was driving a team tandem with a lady beside him. My idea of etiquette forbids smoking when in a lady's society, especially cigarettes."

There are people whose standard of etiquette goes Mr. Arnold's a point or two better and forbids the smoking of cigarettes altogether. It is doubtful, however, if the cigarette business would flourish if it depended mainly on the patronage of the devotee of fine manners and gallantry. I imagine, that in this instance, the usefulness of "frills" cannot be set aside with a sweeping rule.

And what about the "frills" of the recent Battle Axe Plug and the current Piper Heidsieck advertising? Is Mr. Arnold prepared to show that this advertising is not effective?

I consider this a particularly flagrant case, because Mr. Arnold is heralded as the man "whose advertising methods have been favorably commented on by over 100 papers from London to San Francisco!"

---

In the September number, Mr. J. F. Mullen, discrediting some one else's rule, "to tell just plain cold facts" puts forth another in its place, "tell hot facts." The plain display signs of H-O he considers cold and ineffective; and he tells how he wrote a series of ads for the H-O people, forcibly and tersely presenting the various good points of H-O that distinguish it from "mushy" mush, and that constitute the reasons WHY you should eat H-O. "These are hot facts," he says, "this is the way to advertise H-O."

I eat H-O and I never saw Mr. Mullen's advertisements. I wonder did any one else in San Francisco? I remember of seeing these odd, bold, cold letters everywhere: "H-O." Later there appeared posters, handsome and otherwise, but their burden was the same old, cold but bold "Eat H-O." I tried it for curiosity's sake, and I continue to eat it because I like it. It is probable that nine-tenths of the eaters of H-O came to it in the same way.

How does Mr. Mullen harmonize his theory with the fact that H-O rode into public notice over the bill-board route, and not through descriptive advertisements?

Advertising will be benefited by liberal discussion and I hope the progressive advertising men of San Francisco will continue to publish and defend their ideas. My remarks are not made in a carping or bickering spirit, and if I have given the slightest occasion for offense let me offer as an apology that "criticism loves a shining mark."

JOHN BUNNING

If you like the way  
we print the Ad Book,  
you'd probably like the  
way we would do your  
printing.

We're willing to try  
—to give estimates—to  
show samples.

Brown, Meese & Craddock,  
419 Sacramento St.

## Advertise

"The way to resume is to resume," Horace Greely is said to have exclaimed in discussing a noted issue. If the good old man were alive to-day, and were to be asked the way to advertise he would undoubtedly revise his now historical words and say: "The way to advertise is to advertise."

The point is that too much valuable time is wasted in "consideration" in these days of hustle and push. If you have got an article of merit don't waste any time letting the people know about it. Don't sit and think and wonder and figure up probable profits and possible losses or dicker with this scheme or that, but make a choice and then blaze away. You will have lots of time to count the profits later.

It is not the intention of Display Advertising to advise an advertiser to "rush in where angels fear to tread," but rather to caution him against procrastination, that cutting "thief of time."

Years ago, before advertising became a science a man might have been excused on the plea of lack of time, for then little was known of media and results. Advertising was purely incidental, and indulged in a spirit of charity towards a struggling newspaper publisher who took his bill out in trade. It didn't require much thought to advertise in that manner, and very little thought was given to the subject.

This is the golden age of advertising. The brightest minds do nothing else but think advertising. You are a manufacturer; you can't think of everything. You employ men to keep your books, to sell your goods, and to look after the multitude of details about your factory, and the successful manufacturers go a little further and employ men to think about and look after advertising.

Now is the time to advertise. Don't stop to think about it—ask about it. Ask somebody who knows; they have done all the necessary thinking, and can tell you in a moment more than you could think out in a month. Well-directed effort in the line of publicity will bring new business.—Display Advertising.

## Fowler on the Country Press

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Fully three-quarters of the periodicals of the world are published weekly, and more than three-quarters of this three-quarters are country newspapers.

Small as the circulation may be, the country newspaper reaches every buyer in its local field, because no resident of the town or village has money enough or brains enough to buy anything who does not regularly read the local newspaper.

The local newspaper is the only medium that can be guaranteed to reach individually the members of every buying family in the territory of its circulation.

The majority of local editors and publishers are philanthropists as well as money earners and they make their papers as good as the support given them warrants. If their papers are a disgrace, the blame of it should rest as much upon the town as upon the paper.

Many a country editor, although he may be a crank and of the thinnest pocket-book, is a man of great intellectual ability who could occupy a position much higher than circumstances have given him.

The country editor in his poor clothes, in his poor house on a poor street, is, ten chances to one, a better read man, a more progressive man, a better man, and a man of more ability than three-quarters of the well-dressed dudes who are more polished at foot than at head, and who possess clothes, canes, and gloves, but nothing else.

The local newspaper is the only indispensable advertising medium for the local merchant.

Progress refuses to invent an advertising substitute for the local weekly newspaper.

The local merchant may think that the people do not read the weekly newspaper, and may believe that only the common people see it. He fools himself. The ignorant rich, although they may scoff at its shortcomings and criticise it, read it, even if they say they do not. The intelligent read

it because they want to know the local news and are willing to devour it even if it is poorly served.

The local advertiser needs a local standing, and the local newspaper, better than anything else except his ability and integrity, can assist him in building up a permanent business and a reputation. The advertisement in the local weekly is of as much interest to the reader as the account of a social gathering.

The local merchant who cannot use the weekly newspaper has something the matter with him, and it is his duty to find out what the trouble is, for it is not with the newspaper.

There is no class of business men, from the tin-smith to the owner of a department store that cannot profitably advertise in the weekly newspaper.

The local weekly newspaper gets deeper down into the family heart and pocket-book than any other medium the journalistic sun has ever shone upon.

Collectively, the local newspaper is of value to the general advertiser; individually, it is a business necessity to the local merchant.—Fowler's Publicity.

## Evening and Morning Papers

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There is no good reason why morning and evening papers should everlastingly have each other by the ears over the mooted question as to which class of journals pays business men best as advertising media. The field of business is large enough for both to thrive in without wasting space in quarreling with each other.

It pays to advertise in both sets of papers. Each has a considerable class of readers which the other has not, and where the readers are in common (and there are thousands of people in every city who are not content to read only one daily paper) some of these readers will see and read a particular advertisement in one paper who would overlook it in another. On the other hand, it

tones up and gives added importance to any business firm or house, in the estimation of the reading public, to see it represented in a number of local papers, and if they are both morning and evening, it may be all the better for the advertiser.

But since some of the morning papers are inclined to be pugnacious, we may for the first time call attention of advertisers to the exceptional benefits they derive in patronizing an evening journal. The evening daily is not so large but that its pages can all be read and its business examined by busy people.

The morning paper is bought on the street or delivered in the hurly-burly hours of business, and it becomes relatively stale and is crowded out by the pushing evening journal later in the day. The business man, if he rises early, may look over his morning paper before breakfast, or on a street car perhaps, if he does not ride a wheel, but the telegraph and local news, with display headlines, first attract his attention, and more than likely before he is done with that, he is in the midst of his work or business, whatever that may be, and the next daily that comes into his hands is the wide-awake afternoon paper.

This contains the latest telegrams, local transpirings of the day and editorial comments, and will be taken home and read and discussed by the family in the leisure hours of the evening. This gives opportunity to see what business, as well as news, the paper contains, and prospective purchasers in any particular line will make up their minds just where they will look for bargains, perhaps the following day.

The evening paper may or may not have a larger circulation than its morning contemporary. If it should, in any given instance have less, still, it is the testimony of experienced merchants that its columns usually pay them best.—Printers' Ink.

Sign in front of clothing store in Texas town: "Owing to the low price of cotton, all-wool suits marked down to \$7.98."—Life.

## Random Shots

Merchants are beginning to see that it requires an expert to dress a window properly, and also an expert to write an ad. Thousands of dollars are wasted every week—absolutely thrown away—because merchants are not educated regarding ad making. Take any of the dailies or weeklies and glance at the ads; the majority might as well be at the bottom of the ocean, and the only person who receives any benefit is the publisher.

I was delighted to see how Mr. Powers has been stirring up "lying ads." And the woods are full of them. Of course patent medicine announcements are the most notorious examples of lying ads, but falsehoods in the form of signs, placards, show cards, etc., meet us on nearly every block. Signs similar to the following may be noticed daily:

THIS DAY ONLY  
SPECIAL SALE TO-DAY  
LESS THAN COST  
\$20 VALUES FOR \$9.50

Any school boy knows that goods offered for a certain figure "to-day only" can be purchased at that same price any day; that merchants do not sell goods for less than they paid, and that if an article is offered for \$9.50, it is worth \$9.50 and not a cent more. As a cold matter of fact the public has no confidence in any store where such lies are flaunted openly.

I think Mr. Powers should give us another chapter as red hot and interesting as the last.



When a merchant wants some show cards he employs an artist; when his windows need new attractions he details a man who is an expert window dresser; when he needs a clerk he is careful to get an experienced salesman, but when he wants an ad to reach thousands and tens of thousands, why, any old thing will do.

E. ELLSWORTH CAREY

# JOHNSTON'S CRITICISMS

*It will be gratifying if the efforts here set forth aid advertisers in improving their ads, thereby getting better results.*



It's lots easier to find fault with an ad than write one with which fault cannot be found.

An attempt is made below to show in a practical way how to improve an ad.

This ad appeared in the *Post* and was set according to copy.

They have kindly set the ad from improved copy, showing that they have the facilities for making ads attractive if the advertiser furnishes right copy.

It's easy

to make an ad look attractive, but not so easy to know what to say.

On the opposite page is this same ad, set by the *Post*, using nearly every word that the first one had, followed by an ad occupying same space set by the *Ad Book*.

Number two may sell as many pianos as number three, either will surely sell more than number one.

There's too much sameness in the type used in setting number one, it lacks contrast.

Number three should both sell pianos and create a pleasant impression in the mind of the reader.

There should be something in an ad to create a desire, in the mind of the reader, for the thing advertised, as well as to tell where it may be obtained.

That is what number three is designed to do.

**AT SHERMAN, CLAY & CO.'S,**

**Musical Headquarters of the Pacific Coast,**

**IS THE PLACE TO BUY PIANOS AND ORGANS**

**New Pianos from \$175 to \$1400.**

**Second hand from \$50 upwards.**

**TERMS AS LOW AS \$3 Per Month**

**Sole Representatives for Steinway & Sons, A. B. Chase, Emerson, Ludwig, Smith & Barnes Pianos, and Estey Pianos and Organs.**

**Corner of Kearny and Sutter Streets.**

*Ad No. 1 as it appeared in the Post.*

It isn't necessary to say a thing over and over.

Each time you repeat a statement to a person it gets weaker.

One telling is enough.

Ads announcing the going out of business should not have to use three powerful adverbs to impress the reader with the fact.

To say, "We are going out of business really, positively, irrevocably," is weak—very weak.

It gives the impression that you have not been in the habit of having your advertisements believed.

Dr. Holmes said you could say "brave, strong and courageous," but the use of three adjectives was old and hackneyed.

Dr. Holmes is pretty good authority.

A beautifully engraved announcement just received

reads: "We are pleased to announce that we have ———."

"We would be glad to have you inspect ——— and we would be pleased to have

you favor us ———."

Two pleases and one glad ought to bring a lot of people—gush is cheap.

Just because Barnum said the people are

fools doesn't make it so and the advertiser should be the last man to run chances.

Sales people too often think the buyer doesn't know much and can be made to believe this or that—a great mistake, and

# Sherman, Clay & Co.

## Pianos Organs

New pianos from \$175 to \$1400  
second hand pianos from \$50 up  
terms as low as \$3 per month

SOLE REPRESENTATIVES FOR

Steinway & Sons  
A. B. Chase  
Emerson  
Ludwig  
Smith and Barnes  
Estey  
Estey Organs

**Corner Kearny  
and Sutter**

Musical headquarters of the Pacific Coast

Here's the place to buy pianos and organs

*Ad No. 2, same copy as No. 1, re-arranged.*

# Good music

keeps the boys and girls  
at home—papas too

You can own a piano or  
organ easily now—\$3 a  
month

New Pianos \$175 to \$1400  
others \$50 up

We sell pianos made by

Steinway & Sons  
A B Chase  
Emerson  
Ludwig  
Smith & Barnes  
Estey

and organs by

Estey

each worthy our recommendation

**SHERMAN CLAY & CO**

Kearny and Sutter

*Ad No. 3. Re-written*

# New Serial Story

"The Case of Captain Redfield," by Richard Mace, beginning in October **PURITAN**, is a real genuine, sensible short serial story, of clean, easy, recreative reading.

10 cents, at all news-stands; \$1.00 a year. Frank A. Munsey, New York.

one the advertiser cannot afford to make.

This is an attractive ad, short, to the point. The type used shows sufficient contrast to attract attention.

Note the absence of capitals excepting in proper names and the name of the story.

This ad was boiled down, cut and made over many times before its writer allowed it to go forth on its mission.

It does not tell all about what the October *Puritan* will contain, it sticks to one thing thus forcing attention.

Stick to one idea, tell about it briefly, use clean, clear-cut type, use as few caps as you can consistently, also as little punctuation.

New publications devoted to advertising spring up constantly, showing a demand for information on the subject.

Busy merchants and manufacturers study advertising more now than ever because such vast sums are paid for publicity (much of it wasted) and because many great fortunes are made by judicious advertising.

SAM P. JOHNSTON



## “Made in Germany”

Very few people know the interesting history of “Made in Germany,” the three words which one sees everywhere; and how England by law forced unwilling Germany to do the most successful advertising a nation has ever done, at no cost to Germany but at tremendous cost to England.

Some years ago Germany was doing a large export business with England, much to the distaste of English manufacturers. Agitation was commenced which resulted in the “Merchandise Stamp Act” being passed by Parliament. The act was directed particularly against Germany, whose goods were to be stamped “Made in Germany.” As her manufactures were, on the whole, regarded as poor stuff (by English manufacturers and law makers—and Germany herself for that matter, for she didn’t relish the law), it was thought that, in time, “Made in Germany” would be the accepted equivalent of “rubbish.”

But the effect was different from expectations, for certain needs existed among the PEOPLE of England which German goods at German prices could best supply. The demand for them was a natural one and the result was a growing export business in spite of the Act. A few years after it was passed German exports to England had increased about one-third—the Act was a dismal failure.

That was not the worst of it:

For some years London had been acting as a middleman in the transshipment of German goods. Buyers from other countries would visit London, buy a lot of unbranded or rebranded goods according to sample, and never suspect for a moment that England didn’t make them. But when English Parliament compelled Germany to stamp them “Made in Germany” the cat was out of the bag; and the wide-awake foreign buyer evidently reasoned, “So? ‘Made in Germany’? I must buy in Germany,” and he did buy there, to his own

satisfaction and profit; and his purchases naturally included goods which England had before really manufactured for him.

I do not say that England’s great decrease in exports and Germany’s great increase are due entirely to that little stamp, “Made in Germany,” with its attendant revelation of the middleman’s secret; but the facts point it out as being that which first proclaimed to the world what Germany was doing, the result of which stirred up the German spirit of commerce and drew particular attention of foreign buyers to the resources and possibilities of that vast Empire.

By the way, for quite a while back it has not been uncommon to see goods branded “Made in England!!”

JAMES G. TAYLOR

The long promised catalogue of Siebe & Green, bill posters, reaches us just as this issue of the AD Book goes to press, consequently time and space prevents an extended notice here. Judging from a hasty review of the pages, which number about 120, no labor or expense has been spared in its compilation.

# Big Business Bringers

ADVERTISERS WHO USE OUR POSTERS GET THE BEST THERE ARE


The oldest and most completely equipped Commercial Printing House on the Pacific Coast

DESIGNING  
... ENGRAVING  
LITHOGRAPHING


Commercial typesetting done on the Linotype Machine

## FRANCIS-VALENTINE CO

517 Clay St. and 510-516 Commercial St.  
SAN FRANCISCO



# For Better Advertising



Advertisers can help make the AD BOOK interesting and valuable to themselves by sending to the editor samples of their advertising for comment and criticism; by asking questions and propounding problems; by offering suggestions and submitting ideas. The invitation is open to all, everywhere.

The Myself-Rollins Company  
Stationery Manufacturers  
22 Clay Street, San Francisco, Cal.

Editor AD BOOK:

Please give us a criticism on the enclosed circular.

Yours truly,

MYSELF-ROLLINS CO.

The circular sent is an advertisement of their Bank Stock Ledger Paper and Flat Opening Blank Books made from it. The circular is in the form of an eight-page booklet sewed to a section of the binding, showing the manner of making the flat-opening books. The idea is certainly a good one as it comes as near showing how the books are made as it is probably possible.

But the matter in the circular seems to be open to considerable criticism. It is full of assertions that carry no weight, and the very things that a person would want to know about bank stock paper, supposing it to be what is claimed for it, are left out. Its strong and oft-repeated claim is that "it relieves, strengthens and saves the eyes." The only explanation of this is "A careful, scientific investigation of the milling and other properties of paper was made, with due regard to what was best for the eyesight. The result was the manufacturing of Bank Stock, which is the only paper made along purely oculistic and scientific lines." Altogether too general a statement to be of any value.

If bank stock paper does relieve, strengthen and save the eyes, there ought to be plenty of mighty strong arguments to back it up; and it would be enough to put in an advertisement of the paper without confusing it with other unnecessary and vague claims. The difficulty with the circular is the same difficulty that we meet

in the great majority of advertising—too much general talk and no one point well hammered in. Most advertisers try to tell too much in their advertising and fail to tell any one thing well.

D. S. Rosenbaum

Men's Outfitter

246 E. Main St., Stockton, Cal.

Editor AD BOOK:

Kindly put us on the subscription list and send the paper until further notice. Enclosed one dollar (\$1.00) for first year.

Enclose you a few ads which we are running in the daily papers here. Change them every day. I send them for your inspection. Can you suggest any change? I am somewhat new at the advertising business, but as I wished to have something different from anybody else here in Stockton, I decided upon this way. It is somewhat expensive and takes time, but I think it pays.

Very truly yours,

S. D. ROSENBAUM.

With D. S. Rosenbaum.

The advertisements submitted are so good that a very little change would make them first-class. They are generally weak in the headings, where they ought to be strong. Headings ought to get right into the heart of the advertising; the heading generally should be the main idea around which the advertisement is built. The two following advertisements have good headings and show the general style of Mr. Rosenbaum's advertising. A few of the advertisements submitted are illustrated and those that are, are good. I think the introduction of more cuts would be of advantage. Mr. Rosenbaum has the right idea of changing his ads daily, and of having something different from other local advertisers. Some of the ads talk about other stores and other goods besides theirs; don't do it; talk about your own business and your own goods as though no others existed.

In  
Boys'  
Clothes

We will claim the lead over the other stores for the Fall season.

Come in and see why we make this claim.

Just imagine a Boy's Knee Pants Suit for \$1.50. Made well and will wear well.

Charming little Middy and Reefer suits for the tots.

In Boys' Long Pants Suits we start the price at \$5.00 for an all wool black, blue, or mixed Cheviot Suit.

Our best Stein-Bloch Suits for the young man are beauties.

Our Juvenile department bids you and your boy welcome.

Money back if you want it.

Next  
To  
Your  
Skin

You should have good Underwear. Nothing so exhilarating or refreshing as to wear clean, health-giving underclothes. The cheap trash does more harm than good.

We carry the leading lines of foreign and domestic make, such as

Mr. Thomas Cutler of Eureka, Cal., sends a miscellaneous lot of his newspaper and other advertising. It's all good, every bit of it. Mr. Cutler believes in good advertising and will have no other kind. He has employed the best advertising writers in the country—Bates, Wheatley, and others. He is a good adwriter himself; some of his work is better than some he has paid for. It is pretty hard to make a selection from among the newspaper advertising, so I will take for production a postal card, which will serve as a sample of a good many which he sends out.

#### GUARANTEED GARDEN HOSE

50 feet only \$4.50, furnished with hose coupling, patent brass clamp and spray nozzle, ready to use. This hose is of superior quality and the most satisfactory of any ever offered.

If it leaks during the year 1897, bring it back and get a new piece free of charge.

Aermoter Wind-mills, Pumps, Hose.

Get them at

CUTLER'S.

239 First Street.

Mr. Cutler uses booklets to good advantage, issuing them frequently, and they are so tersely written that I imagine every one of them is read. He sends a dainty little one on seeds. The reproduced introduction

will show the style that runs through all of his advertising.

CROP

SEED

Did you ever hear of crop seed?

It is the only kind I sell.

Seed that makes crops. Seed that grows. Seed that is always fresh, and guaranteed true to name.

If I have any other kind I feed it to the pig. It don't worry him. He knows it won't grow. He can stand it if I can. I can stand it better than I can stand dissatisfied customers.

All that Mr. Cutler sells is sold on its merits; every sale is money-backed; every dissatisfaction is made satisfactory; every advertisement carries the idea of quality with it.

EDITOR AD BOOK:

I have just finished reading your September number, I may say, "word for word," from end to end, and found much in it that heretofore was unthought of by me and hence interesting. The AD BOOK being apparently devoted to discussing advertising from a standpoint associated only with printer's ink (at any rate as far as the September number goes) I feel some diffidence in asking for your ideas as to the value of the innumerable plasters in and on store windows. I allude to "sacrifice," "creditors," "damaged goods," "stocktaking" and "closing out" sales (most of which are barefaced lies). I should very much like to read what you will say on this subject—if anything.

Respectfully yours,

MERCHANT.

The AD BOOK discusses advertising from the standpoint of results, be they through printers's ink or not. Store signs and store windows are advertising—should be good advertising.

"Barefaced lies" haven't the sanction of the AD BOOK, no matter where or how used. To use them in advertisements is to degrade advertising. Liars are generally found out, though, and lying signs keep many a would-be purchaser out of the store using them.

And yet, well-told lies keep some business men in prosperity. It is the bungling liar who always gets the worst of it.

We are in receipt of a copy of Lord & Thomas' Pocket Directory for 1897. This

compact little volume contains a complete lists of newspapers, magazines and periodicals, published in the United States and Canada, omitting those not inserting advertisements.

While it is evident that a book of such dimensions cannot be complete in detail, the information it does contain in such compact and convenient form will be of much value to those who interests it is meant to subserve. It certainly should find its way into the pockets of all live men interested in newspaper publicity.

"Economy" is one reason given for stopping advertising; must curtail expenses. It would be the same kind of economy to shut up the store; a great many stores do not make expenses right after the holidays and during the summer months. It would be many dollars in the pockets of the proprietor to close the store until business picks up.

<b>LOOK OUT FOR</b>	<b>SWAN'S PAINT</b>
<b>IT'S GOOD, BUT IT'S WET.</b>	

Here is a reproduction of a facetious placard which one of our local painters hangs out whenever his new work is in evidence. It serves the double purpose of warning the public from coming into contact with fresh paint, also makes a good advertisement for the painter. And the wording is very apt to put the observer in good humor and kindly remember Swan when he has anything to be done in his line.

## Scheme Advertising

Recent Sunday editions of San Francisco dailies have given considerable space to certain advertisements of, to say the least, a suspicious character. We refer to the missing letter contest schemes, emanating from Klondyke Promotion concerns and doubtful Eastern publications. In this connection we are glad to note that reputable magazine publishers are refusing this class of advertising. Mr. Curtis, of the Ladies' Home Journal,—which publication now stands in the foremost rank of reputable monthlies, has issued an ultimatum respecting the use of his publication for this sort of thing, as has also the editor of Munsey's Magazine.

The following is self explanatory and worthy of the consideration of Pacific Coast publishers.

*The National Advertiser New York City, N. Y.:—*

DEAR SIR:—Replying to your favor of October 19th, asking my opinion on word-contest publications, I have not the time to say more than that I am very much surprised at the number of supposed reputable publications that are admitting such scheme advertising to their columns. These schemes are the silliest swindles I have seen for many a day. How any publisher with a grain of common sense in his make-up, can deliberately put such stuff before his readers is beyond my comprehension. When I find a publication so void of business management, I withdraw my advertising patronage from it. A man who will fill his columns with swindle advertising will swindle me if he gets a chance, and I do not want anything to do with him. I lose all respect for him and his paper, and believe that under such circumstances his representations as to circulation and quality of his medium are not to be depended upon; and a paper run upon such loose business principles can have no value to me as an advertising medium. I lose faith in its character and consequently in its circulation. That is my opinion of such kind of business.

Yours truly,

CYRUS CURTIS.

And this, from a late number of Advertising Experience:—

Munsey has just concluded that he does n't want any more of the guessing contest ads, and has lopped off \$20,000 of his business at one stroke. This cuts seven pages out of the December number of Munsey's.

## An Engineer's Advertising

Civil engineers, like lawyers and doctors, seldom advertise; a professional card is all their ethics allow. Mr. Ernest McCullough, C. E., who has an office in the Mills Building, this city, recently sent out a small booklet, modestly advertising himself and his work, entitled "Some Information Regarding Municipal Improvements."

He introduces himself by saying: "My practice as a civil engineer is devoted exclusively to problems connected with the improvement of municipalities, and the field covered may be seen upon perusal of the following pages." He then goes on to give a few pointed suggestions on the scope of work covered by his practice, under appropriate headings.

As a reason for employing the services of a good engineer, he quotes the following from *Engineering News*:

The fact that a competent engineer can make a little money go much further than it would go without his advice and aid is one which the general public is slow to comprehend. The average man congratulates himself upon the dollars he saves by dispensing with an engineer's services, and knows nothing of the dollars lost in exorbitant prices, or work poorly executed.

Curious to know the result of this venture, Mr. McCullough was interviewed on the subject. He was found to be a busy little man. "Busy, yes! And getting good returns from my little booklet," he said. "You see I got it up and sent it out merely as a kind of experiment. I thought that a man having a good profession and who was putting some brains into his work, ought to tell those who could use his services something about it. Well, to show you that I was not amiss I will quote you a sample of the result. When the little booklet was being printed and hardly dry from the press, I requested my printer to fix me up a few copies before sending the lot to the binder. He did so and gave me six. I mailed them to men whom I thought could use intelligent services in my line. I received one reply directly, and as a result

an eleven-hundred dollar job on the strength of it. I am hearing from the booklet right along. The edition of 1000 copies cost me \$15, and I think this one job alone is a pretty good return on the investment."

Well, rather.

This is but another illustration that there is no business, trade or profession that cannot use advertising in some form successfully and profitably.

### Associated Advertisers' Club

Chicago has a wide-awake club composed of advertising men, known as the Associated Advertiser's Club of Chicago. The Club occupies a suite of parlors at the Palmer House, and the rooms are open from 10 A. M. to 12 P. M. Miles B. Hilly, the able secretary, sends us some of the club's printed matter and writes among other things, as follows:

"The present membership is about forty. Many of the members meet at the club and lunch together every day down stairs in the hotel cafe. We endeavor to keep track of the changes in the advertising field. There is a strong feeling of fraternity engendered through the meetings here and we help each other in every possible way.

"We have adwriters, merchants, printers, engravers, artists, advertising managers, advertising solicitors, bill posters, and sign board people. A motley mixture that's not at all bad."

A recent meeting held by the club gave the Chicago papers subject matter for an entire column. Following is an extract:

Men who display wares to the best advantage in attractive type; men who tell the glories of a brand of goods in pictures and on posters, and men who adorn rocks and label street cars with advertisements met in the Palmer House last night. They attended the first meeting of the Winter season of the Associated Advertiser's Club, listened to suggestions from the newspaper publisher's standpoint, the point of view of the merchant, and of the people regarding advertising.

The discussion of the topic "The Many-Hued Complexions of local advertising—Whether Underdone or Overdone" brought the shrewd advertising men together. Most of the members of the club were present, but the meeting and the topic had attracted many others. W. H. Baker, the president, had to engage a bigger room to accommodate members and friends."

Established 1852

Telephone Main 1738

**L. P. FISHER** Newspaper . . .  
Advertising Agent

21 Merchants' Exchange Bldg., San Francisco

Advertisements Inserted in all Newspapers and  
Magazines at Publishers' Lowest Prices.

## Publishers and Publications

The Evening Bulletin has recently moved its business office into new quarters on Kearny street, between Sutter and Bush.

The local daily papers are beginning to give evidence of more than ordinary winter season advertising. A number of new large stores have started business lately, notably in the clothing line, and the result is more advertising in the daily mediums.

We are pleased to note that some of the AD BOOK's ideas and suggestions are being appropriated and utilized by local advertisers and writers. Evidence of this is seen in the improved appearance of the advertising columns of some of our advertising mediums. We would like to hear of corresponding results.

A recent issue of the Wasp contains a good halftone portrait, also a commendatory notice of William G. Layng, editor and proprietor of the Breeder and Sportsman. Editor Layng has recently started a new business, known as the Occidental Horse Exchange, which opens up well for the future.

The Call will soon locate in the new and elegant quarters provided in the Spreckels building, and the Examiner expects to follow suit by occupying its own premises, now rapidly nearing completion, on the opposite corner. The junction of Market, Kearny and Third streets might be termed "Publishers Point," or given some other appropriate name, since the leading newspapers have concentrated there.

Under date of October 30, the California Fruit Grower sends out an elaborate number, being the annual review and harvest edition. Beside a comprehensive presentation of returns from harvest and field for '97, the forty-two pages contain a large amount of advertising, showing that California merchants are alive to their interests in reaching out for business among a class which represents one of the largest industries of our State.

A bound volume containing a history of type founding, covering one hundred large pages, is a recent production of the MacKellar, Smith and Jordan foundry of Philadelphia. "One Hundred Years" is a splendid souvenir of the first, and now the largest type foundry in America. It is a fine specimen of latter day typographical work and printing, embellished with many excellent designs in half-tones of which the publishers and the printers craft of America may well feel proud.

As fine a specimen of the printers' art as ever emanated from a local office is being issued from the establishment of Geo. Spaulding & Co., entitled, "Fifty Years of Masonry in California." It is issued in monthly parts, of which there will be twenty. Judging from parts now before us, Nos. 1, 2, and 3, — this will make a very handsome volume. The entire makeup is excellent and the quality of paper used in

touch with the letter press and illustrations, making an ensemble most creditable to the publishers.

Since occupying their new quarters the Louis Roesch Co. is branching out well. Some of the late work turned out at this establishment is in the line of progressiveness. Many designs in embossed cards show new features, and besides being tasty and attractive are novel and unique. In this line the Louis Roesch Co. is certainly unsurpassed on the Pacific Coast.

The National Printer-Journalist sends out a Thanksgiving number, copiously illustrated and voluminous. There is a marked improvement in the Journalist, and a spirit of progress and prosperity seems to pervade its columns. A Thanksgiving issue reflects a good sentiment, which most of its readers will undoubtedly participate in.

The October number of Business comes to us in an attractive form. It is an anniversary number, marking the commencement of the third year of publication. Business is published in Toronto, Canada, and reflects credit on our northern neighbors. Typographically and in point of contents this number is certainly an interesting one.

Profitable Advertising, published in Boston, goes into new quarters November 1st. Hereafter the publication office will be located in the Niles building, No. 17 School street. There is an evidence of prosperity hovering around our Eastern contemporary, which we consider one of our most valued exchanges. May the change of quarters still further enhance the standard of Profitable Advertising.

Among other big things, Chicago lays claim to the largest sign in the world. It covers 23,000 square feet, being 320 feet long and 70 feet high. It is one of many painted on the side walls of Chicago's mammoth grain elevators for the Schlitz Brewing Co. of Milwaukee.



Whose idea was it--and who stole it?

**IF YOU WISH TO ADVERTISE**  
in newspapers anywhere at anytime  
call on or write

**E. C. DAKE'S ADVERTISING AGENCY**

**64 & 65 Merchants' Exchange**

Telephone Main 1063

SAN FRANCISCO

**BROWN & BLEY CO.**  
PHONE MAIN 5327  
19 to 27 STEVENSON ST. S.F.

**Printers Engravers**

**Artistic CATALOGUE AND Commercial Printing Our Forte**

**Designing ILLUSTRATING Half-Tone Zinc Etchings**

The only combined Printing & Engraving house on the coast.

## THOSE ATTRACTIVE STREET CAR SIGNS

YOU SEE THEM EVERY DAY

Perhaps you don't know that

**C. W. NEVIN & CO.**

PRINT THEM

And other kind of

**Printing, Lithographing, Engraving  
and Book-binding**

at prices that will surprise you

C. W. NEVIN & CO., 532 Commercial St., San Francisco

# 10c

That's all that's wanted to secure **BUSINESS** as a trial trip for three months, including special anniversary issue published October 15th.

**BUSINESS** gives special attention to the art and practice of advertising and is edited by the advertising writer of Canada's leading department store. United States stamps accepted.

Address

**THE J. S. ROBERTSON CO.**

86 Bay Street

Toronto, Canada

## We Collect

Delinquent Newspaper Subscriptions and Advertising Accounts.

Send for list to either of our offices

## The Publishers' Collection Agency

Main Office, ST. PAUL, MINN.

Branch Offices:

NEW YORK, Amer. Tract Soc'y Bldg.

CHICAGO, 113 Royal Insurance Bldg.

OMAHA

PITTSBURG

OGDEN

**PATRICK & CO.**  
**RUBBER STAMPS**

STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

# Mr. Bookkeeper:

## Blank Books

want time to dry, so that the leather and paper will both be thoroughly seasoned before using. If you delay your order, you will be disappointed, because you did not give us time enough to get the books to you in first-class shape ❀ ❀ ❀ ❀

Don't wait until 11 o'clock to order your new set.

Order NOW and they'll be ready for business when you want them.

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**H. S. CROCKER CO.** BLANK  
BOOK  
MAKERS  
215-219 Bush Street, ❀ ❀ ❀ ❀ San Francisco



## ADVERTISERS

who are looking  
for liberal  
patrons should

## TAKE ADVANTAGE

of the  
best medium

## TO REACH THEM

## The Breeder ❀ ❀ ❀ ❀ ❀ and Sportsman

(DAILY AND WEEKLY)

is the authority that for over fifteen years has accomplished this purpose, for it has held the field which is peculiarly its own and includes all stockdealers, turfmen and farmers, as well as devotees of the gun, rod and kennel. Its circulation is increasing rapidly. It goes everywhere and its terms of advertising are remarkably low. Sample copies free.

WM. G. LAYNG, 313 Bush St., San Francisco, Cal.

# Bolton & Strong



## Engravers Printing Plate Manufacturers

— — —  
Fine Half Tones a  
Specialty

510-512 Montgomery St.  
San Francisco

SAN FRANCISCO

NOVEMBER, 1897

# The Ad Book

A MONTHLY EXPOSITION OF MODERN  
ADVERTISING



## CONTRIBUTORS

C. H. DANNALS - - - Lebenbaum & Co.  
One Man's View

G. C. BARNHART - - - Hale Bros.  
Don't Be a "Know It All"

N. C. FOWLER, JR. - - - Fowler's Publicity  
Profitable Singleness

SAM P. JOHNSTON - Goldberg, Bowen & Co.  
Johnston's Criticisms

E. ELLSWORTH CAREY  
Pertinent Paragraphs

J. H. BOND  
Odd Things We See

FRED'K VAIL OWEN, Editor

Published by  
The Ad Book Press  
320 Sansome St.

SUBSCRIPTION PRICE \$1.00 A YEAR

# 6000 Ideas

$\frac{1}{10}$  Cent each

To find out about them send  
2-cent stamp to Fred'k Vail Owen,  
31 Halleck Block, San Francisco.

## Paper of all Grades

Quality, Weight and Count  
always guaranteed.

Have you seen our Fal-  
con Cover? -It is new.

A full line of Deckle-  
Edge Paper at reasonable  
prices.

### Bonestell & Co.

401-403 Sansome St.  
500-508 Sacramento St.  
San Francisco

# Big Business Bringers

ADVERTISERS WHO USE OUR POS-  
TERS GET THE BEST THERE ARE

The oldest and most completely  
equipped Commercial Printing  
House on the Pacific Coast

DESIGNING  
... ENGRAVING  
LITHOGRAPHING

Commercial typesetting done on  
the Linotype Machine

## FRANCIS-VALENTINE CO

517 Clay St. and 510-516 Commercial St.  
SAN FRANCISCO

THE BRIGHTEST  
ILLUSTRATED WEEKLY  
ON THE  
PACIFIC COAST

## THE WASP

READ BY  
THE BRIGHTEST  
PEOPLE  
IN THE WEST

USED BY  
THE BRIGHTEST  
ADVERTISERS  
IN THE WORLD

The CHRISTMAS WASP ready December  
18th. 60 pages half-tones, with beauti-  
fully illustrated cover in four colors and  
gold, will be the finest publication of the  
kind ever issued on the Pacific Coast. It  
will illustrate "the land of Christmas  
sunshine" as never before attempted.

### WASP PUBLISHING CO.

513 Market Street

SAN FRANCISCO \_\_\_\_\_ CAL.



# The Ad Book



A MONTHLY EXPOSITION OF MODERN ADVERTISING

VOLUME I

SAN FRANCISCO, NOVEMBER, 1897

NUMBER 5

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES:

On cover, \$50 a page; \$30 a half, \$20 a quarter.

Inside pages, \$25; half page, \$13; quarter page, \$7.

Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

#### NOTICE.

*The next number of the AD BOOK will be issued from our new offices in the "Call" Building. Come up and see us; rooms 1403-4-5 fourteenth floor. Tel. Main 5589*

San Francisco is just now being worked by numerous schemes, such as the San Francisco Trading Stamp Co., are supposed to be the originators of. The Trading Stamp Co. is established in a number of large eastern cities and is variously reported to be a good thing and a bad thing, and several degrees of quality in between. There is no doubt but that it is a good thing for the company themselves, and of more or less value to merchants who do not advertise. But for the live merchant of to-day who uses newspaper space intelligently there seems to be little use for the Trading Stamp Co. or any of its imitators.

The remarkable prosperity of the San Francisco Evening Bulletin since its purchase by Mr. R. A. Crothers three years ago is a matter of considerable interest to advertisers. It will be remembered that

the Call and Bulletin were both sold at about the same time and passed out of the former joint ownership into individual hands. Both papers were of the conservative class—and their clientage was principally among conservative people—not the pushing, hustling, news gatherers that they are to-day. The Bulletin did not leap at once into the prominence which it has now attained, but has gradually grown to be a metropolitan daily in every sense of the word.

The interesting point to advertisers is the matter of circulation; both quantity and quality. As to quantity, the paper claims a circulation three times what it had when purchased by Mr. Crothers. This statement is borne out by the fact that they have recently ordered a new double supplement press, making the third purchased during the past three years. They would have no use for three presses if they did not have the circulation they claim. It is interesting to note in this connection that their street sales are from four thousand to forty-eight hundred copies daily. As to the quality of the circulation, the Bulletin has always been a home paper and is yet; undoubtedly it reaches the very best people that an advertiser wishes to lay his claims before. In a number of Eastern cities the evening paper is in the lead; in San Francisco the morning dailies have always held first place. By its aggressive news gathering and progressiveness in all departments the Bulletin has now become one of the four leading papers of San Francisco and of the Pacific Coast.

# One Man's View

*Individual opinion, not "expert" criticism.*

Advertising is "a fertilizer for the field of trade," says one; "an advancer of commercial interests," another; "the headlight of business," says the third, and verily, "the firm that does not advertise is dead."

How and where to advertise is an art: many seek—few acquire it.

"One science only will one genius fit.  
So wide is art, so narrow human wit."

Advertising is a constant want, and should be a constant study, for there is no royal road to successful advertising. No fixed or certain rules can be given or methods followed; but there are certain principles which must be observed if your advertising is to be effective. Secure the confidence of the public, so that they look for your ads. Avoid exaggerated statements; nine times out of ten they are ineffective. Falsehoods are sure to be discovered; confidence vanishes and the deceived customers are just so many agents to tell their friends of your methods and unreliable character.

The pessimistic views advanced by Mr. John Bunning, in the October AD Book, on the principles of truth and morality in advertising, are surprising indeed. I distinctly challenge the assertion that "there is a deplorable lack of truthfulness—particularly in the retail trade." Why any more lack of this particular principle in the retail than in the wholesale trade? Rather a bold assertion for Mr. Bunning to advance, and one which, I am inclined to think he will admit is wrong, after second consideration.

The most effective ad is a pleased customer, for he speaks to friends and advertises you, from personal knowledge of your stock and methods, and is able to demon-

strate the good or bad quality of your goods, and the reliability of your announcements.

Addison says "the great art of writing advertisements is in finding out the proper method to catch the reader's eye, without, a good thing may pass over unobserved, or be lost among commissions of bankrupt."

It is well to avoid set phrases; tact and discretion are necessary, and that which borders on vulgarity, offends good morals, decency or good taste should be avoided. Simplicity and directness of statement are necessary in order to catch the public eye, and such ambiguity as is evidenced in the following is plainly to be avoided:

## Quick sellers

There are two ways of losing ground: going backward and standing still; we intend to always be in the lead

So are our men's and boys' clothing furnishings and hats

Just one item in each department—*quick sellers*:  
[Here follow prices.]

What does the writer mean? Is he addressing quick sellers? Are THEY losing ground? Of course one learns after a little study what is meant, but it would be well for the writer to remember that as "brevity is the soul of wit," so is perspicuity the essence of good advertising.

And that "fad" of Sam Johnston's (for "fad" it is, having no place in our modern scheme of written discourse) of discarding

the points of punctuation, detracts so much from the simplicity, and adds so much of ambiguity, that I am surprised that it should have been adopted and recommended by a man whose advertising has been regarded as particularly good.

In advertising, truth should be harnessed to tact, persistency, originality, wit, illustration, novelty, and above all, be in touch with the spirit of the times.

An "ad" should be the intense expression of a condensed idea—one pithy line more pregnant than a windy column. "Let thy advertisement be short, comprehending much in few words."

"Say well and do well end with the same letter.  
Say well is good, but do well is much better."

Many an advertiser has realized, when too late, that when addressing the public through the medium of an advertisement, that it pays to hew closely to the line of truth and to live up to the spirit of your announcement. "Say well" ads are only effective when backed by "do well" methods, for

"The purest treasure mortal times afford  
Is spotless reputation; that away  
Men are but gilded loam or painted clay."

"Sticking everlastingly at it brings success"; fitful advertising never pays. The old parody, you know, runs:

"The constant drip of water  
Wears away the hardest stone;  
The constant gnaw of Towser  
Masticates the hardest bone;  
The constant cooing lover  
Carries off the blushing maid;  
And the constant advertiser  
Is the one who gets the trade."

C. H. DANNALS

It takes a rich man to draw a check,  
A pretty girl to draw attention,  
A horse to draw a cart,  
A porous plaster to draw the skin,  
A toper to draw a cork,  
A free lunch to draw a crowd,  
An Advertisement to draw trade.

--Petaluma Courier.

## Advertising a City

San Francisco has set about to give itself some advertising respecting its superior claims as an outfitting point for Alaska gold seekers. Seattle has already sent its advance agents and printed couriers East and South, proclaiming the great advantages of the city on the Sound as an embarking point. Seattle is spending \$50,000 to this end. San Francisco is trying to raise a like sum for a similar purpose, *i. e.*, to catch the bulk of travel going to Alaska and the Klondike region in the spring.

We are told at the Alaskan Trade Committee's office that the committee having in charge the collection of funds is making fair progress; that the management expects to issue from 100,000 to 500,000 circulars, also a large edition of an illustrated pamphlet, setting forth San Francisco's superior claims, etc. How comprehensive the information thus conveyed, will be, is as yet not in evidence, and how much of the \$50,000 will actually be used for the dissemination of this literature, remains to be seen. This sum judiciously used ought to do some good advertising. The daily press is booming the project along and lending its support to the cause. This, from the Daily Report, contains a few points:

No reasonable man can doubt for a moment the benefit such a visit would effect in all classes of business and trade here. We would all be the better off for it, from laborer to banker. That is why we urge all classes to contribute to the fund the Alaska Trade Committee is engaged in raising. Seattle is advertising itself—and brilliantly and successfully, too, with the \$50,000 it raised a while ago for advertising purposes; and San Francisco needs to do much advertising, at least, to get its share of the spring rush, and it cannot do so without money, which money must be forthcoming at once.

No long pull is needed. A short pull, but a pull altogether is all that is necessary. It should not take San Francisco long to raise \$50,000. Seattle raised that amount in one day.

Send in your subscriptions, and be mighty glad next spring that you did.

## Don't be a "Know-it-All"

The "know-it-all" fever is the worst disease an advertiser can get. No man knows everything about anything. Everybody knows something about some things. The worst crank has his specialty. Sense and reason can be ground from almost anybody. A five-minute conversation with a serious minded man may leave a thousand dollar idea.

Every one has ideas. To him they are good—they are backed by reason. His reasons may be good—his reasons may overbalance your opposition. You may be wrong. Radically wrong. Working detrimentally to your own interests.

Every system will bear improvement. Perfection was never reached. Every man has his peer. Every idea can be bettered.

The friendly criticisms of others is a fraternal tug to help you better. Every stumble should be a spur to travel faster. Every break can be treated and mended and made stronger than ever.

The weaknesses and strong points of others may save you many a hard rap from the thimble of mother experience. The study of the technical wants of your trade may save many a useless word of description, may give many a hint or suggest a phrase that will "touch the hearts" and loosen the purse strings of the "dear public."

The constant absorber, the student of methods and men, the fellow who reaches for and gathers in and concentrates and sifts and weighs the ideas and opinions of others is the successful advertising director.

The fellow who "knows it all," who has "followed his system successfully for 20 years," who shuts himself up in his own little sphere is the fellow who breathes hardest at the end of the race.

I do not mean to stunt the confidence or to stop the go-aheadativeness of the orig-

inal rustling advertiser, but rather to steer the blind rush of the "know-it-all" up against the fact that the other fellow is just as smart as he.

Confidence is essential. It is half of success. Right method and the appreciation of the other man's strength is the other half.

G. C. BARNHART

## Talks With Advertisers

It is not often that a country merchant writes a really convincing ad, but I came across one the other day that was good and I clipped it. If I could wear ready-made clothing, that is, if I wasn't six feet and four inches high, and ready-made clothing would fit me, I would have gone right over to Henry and bought a suit of clothes of Cannah Jones. I wrote to Mr. Jones and asked his permission to copy his words, and he readily gave consent. The ad reads:

This is the advertisement of Jones' Cash Store. No other store dare lay claim to it, or say that it calls attention to a single happening, or that it quotes a single price that is not entirely original with Jones. There is no funny business here; no wabbling from a high to a low price on the same grade of calico, or muslin, or any other fabrics for that matter, in order to strike a customer's idea as to prices, and, at the same time get just a little more than the goods are worth. Our prices are all marked in plain figures. You can buy here as well alone as with a clerk.

Clothing—No last Spring suits with fly front vests and patch pockets to close out at one-half price. Out of our entire Spring purchases we have but eleven suits to tell the tale of how Jones sold clothing. But we have just received from Syracuse, N. Y., New York City and Philadelphia, one of the largest stocks of men's suits at \$5, \$6, and \$7, ever shown within 100 miles of Henry. We defy competition to match the lowest-priced suits in the lot for \$8.50, and the best one for \$15.00. We have not told half, but space and time will not permit us to say more about the wonderful money saving opportunities offered by this store, which rests upon a foundation one hundred times stronger and deeper rooted than the Rock of Gibraltar.

Everything marked in plain figures; one price to all; terms cash.—American Advertiser.

The whole trouble with the appropriation of good ideas in advertising is that they are merely appropriated. They are adopted but not adapted. The form is seized, but the spirit is entirely missed. It is all right to use good ideas if you can use them, but you want to be sure that you can.—Bates' Criticisms.

## Profitable Singleness

"The greatest of oneness is omnipotence."

The strength of success is in the singleness of it.

There should be one thing at a time, because there is not room enough for two things at a time.

The economy of religion, politics, art, science, and business focuses its strength on one point, that by its oneness it may stand in the full majesty of its own identity.

He who thinks he can do everything is the jackass of all trades.

No man can do two things as well as he can do one thing.

There never was a successful book or play with more than one leading character.

He who can sell as well as he can buy does neither well.

Bright daylight and bright lamplight make twilight.

The good of two things does not seem to be as good as twice the good of one good thing.

One blow on the head of the nail will drive it farther into the plank than ten blows on the side of it, and no two hammers can hit the same nail at the same time without injuring the nail. One point remembered is better than a million points forgotten.

The advertisement advertising everything

there is to advertise interests only the advertiser.

People are interested in some one thing and seldom in two things at the same time, and as they can read only one thing at a time, and because they may not have time to read about another thing, it is better to advertise one thing at a time.

An advertisement of cooking stoves ought to be all about cooking stoves and not about any other kind of stove. To add the advantages of parlor stoves to the advertisement of cooking stoves renders each advantage a disadvantage.

Folks are interested in something especially advertised, and they are not interested in everything in general.

People believe in special sales, and are under the unconscious influence of the law of specialty.

Nobody knows why, but the fact remains that people expect certain things to be advertised at certain times, and he who fills the expectation of the people gets the people's money.

The successful man is he who advertises along the flow of the popular current.

This is an age of specialty, and regulars must often be presented as specialties.

It is wonderful how many women want tablecloths when the store is advertising a tablecloth day.

By practicing the doctrine of oneness,

## One of my Patrons ❀❀



SAYS:—"I have received a large number of orders for goods in reply to a series of cards and booklets sent out, in which the buyer said: 'if the quality of your goods is in keeping with the style of your advertising they are the kind we are looking for.'"

I did the printing which proved to be profitable to this merchant manufacturer. I might do as well for you— all I lack is the opportunity.

**F. H. ABBOTT, Printer**

316 Battery Street, San Francisco

Telephone Main 1299

trade is focused, and that which will not focus is pointless and useless.

One point at a time is worth more than a dozen points, for one point can find a way of entering, while a dozen points clog the entrance.

When it is necessary to advertise a large number of things at the same time, each article should be separated from the others by space, rules, or borders, that each article may stand in the strength of its own individuality.

The advertisement of several articles should be a collection of separate advertisements arranged under one heading, the heading to be particularly strong and of general appropriateness.

Any article worth advertising is worthy of being set apart by itself.

Mixed advertising is not worth half as much as the advertising of identity.

The public will not eat salad, beans and beefsteak from the same plate, and it will not read advertisements served in that style.

Oneness has become omnipotent in advertising and in everything else.

The rifle bullet reaches the mark. Scattering shot brings only small game.

The reader may not even obtain an impression from a wrong advertisement or from an advertisement of too many articles bunched together, but he cannot avoid seeing and perhaps reading, the advertisement of one point when that point is brought out by the brevity of emphatically expressed singleness.

Not how many points the advertiser can make, but how many points he can stick into the public, is the question of the day, and of success or failure, and until he can devise a method capable of presenting three points three times as well as one point, he had better stick to one point and drive that one point to the head rather than scratch the surface with the harrow of many points.—Fowler's Publicity.

[Copyright, 1897, by Nath'l C. Fowler, Jr.]

## Odd Things We See

The intelligent observer, with a sense of the humorous, finds many things for edification and amusement in the highways and byways of a city. Odd signs, singular announcements, and illiterate ads, furnish some of the diversion not down on the bills.

San Francisco offers many illustrations of this kind. Here are a few samples: High up on the Eddy street side of the St. Ann's building the following sign has for many years greeted the passerby, no doubt calling forth varied emotions from those who chance to read it.

THE LOUVRE  
RESTAURANT  
AND OYSTERS.

Inaccuracies of this character are common in San Francisco and not at all creditable to a city of its dimensions.

On the swinging doors of a large boarding house out on Folsom street, opposite the Enterprise Brewery, this legend, painted in gold letters holds sway:

DINNING ROOM.

It needs no stretch of the imagination to arrive at the conclusion that there may be considerable "din" in that room when the hungry and festive brewery men take possession. It is pat, though not intended.

The announcement of a Chinese firm, located on O'Farrell street, must certainly create a desire to investigate, if not to purchase their goods. A card in the window bears this inscription:

PURE TEAS  
OUR OWN MAKE

It is generally supposed that tea is a product of nature and not a manufactured

article. Of course there are spurious teas, and if this firm makes artificial teas the candid announcement of the fact will surely meet with the approbation of a much abused public. What the firm probably meant to state, was, that the tea handled by them was of their own importation.

Sometimes name and vocation fit well together, as in the case of a shoemaker whose sign is in evidence on Taylor street, near Sutter. It reads:



Paul may sometimes wax wroth over his waxed ends, but he cannot deny that his name and his work are well waxed together.

J. H. BOND

## American Process Engraving

Co...

304  
Battery  
Street  
S. F.

MODERN  
ENGRAVERS

For the Production  
of Plates for the  
Printing Press

Half Tones a Specialty  
Line Etching  
Designing...

Our Work is First-class and Prices Low.

'Phone Brown 174

The Hercules Gas Engine Works are placing advertising in a large list of mining and agricultural papers, also daily papers in Arizona and Idaho. They have recently installed two eighty horse-power engines, the largest on the coast. One is in a mine on the Mother Lode in Toulomne Co., the other operating a pumping station near Colusa, Cal.

## Classified Advertisements

*Advertisements under this head, two lines or more, without display, 10 cents a line.*

### WANTS

**B**ACK numbers of Printers Ink to exchange for back numbers of any other advertising publication. Address, Exchange, care Ad Book.

**M**AGAZINES wanted. Send me a list of unbound magazines of 1894-5-6-7 you want to sell, and price asked. J. H. BOND, care Ad Book.

**M**ATRIX making machine (paper maché) for stereotyping. AD Book Press.

### ENGRAVING

**A**N experienced wood engraver can devote part of his time to the execution of outside orders. Correspondence solicited. Address, Engraver, care Ad Book.

### FOR SALE.

**A** BRAND new Neograph, the most perfect stencil duplicator; folio size; printing surface 11 x 16 inches. Will sell for 25 per cent less than cost. AD Book Press.

### ADVERTISEMENT WRITERS

**P**EOPLE who ought to advertise, find plenty of reasons for not doing it. Many whom I know could use the columns of the Ad Book profitably, persist in declining its advantages.

Although it is an advertiser's paper, not a single writer of advertising advertises in it. I went to Fred'k Vail Owen the other day and said to him:

"Why don't you advertise your business in the AD Book, Mr. Owen; we have n't a single advertiser."

"I am not an advertiser."

"Don't you write advertisements?"

"Yes; that's part of my business. But I am not an advertiser, ad-smith, advertising specialist or anything of that kind."

"What then?"

"All I aim, attempt, or profess to do is to make advertising pay. Competent authorities assert that nine-tenths of the advertising done is unprofitable. I want to do the other tenth."

"Why not do some for yourself?"

"I have about as much work as I can do in daylight, and this electric light shuts off at 6 o'clock."

"How did you get this business—advertise for it, or solicit it?"

"Neither; last February I wrote a personal letter to a few business men whom I thought could use my services. Two answered it—total strangers to me. They employed me, and I am still making advertising pay for them. The third firm was sent to me by a friend. The fourth, Mr. Weil recommended me to; the fifth, Mr. Wentzel of the Call sent to me. That's all the regular business I have—five firms. Other little business comes in from various sources."

"But could n't you do more—would n't advertising bring you more?"

"Well, I need more help in my office detail. I am getting it gradually into shape, and keeping up with the work that comes in. Come around next month, and I'll talk to you."

I thought that was a pretty cold reception from an advertising man. I wrote the conversation up just as it occurred, took it to Mr. Owen and offered to print it for ten cents a line.

"All right," he said, "go ahead." And here it is.

J. H. BOND.



# Johnston's Criticisms

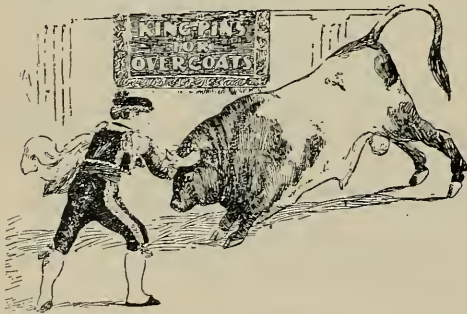
*It will be gratifying if the efforts here set forth aid advertisers in improving their ads, thereby getting better results.*

"Advertising to be effective must be refined" was written by the same hand that wrote the ad containing this:



Art in advertising must be very effective since so many bright advertisers use it.

The most attractive art work in the papers recently is below, much reduced although the bull's legs are in the same proportion as in the original and he looks as fiercely at the girl who has him by the horns.



Why do so many advertisements waste so much space on the name.

An otherwise attractive dry goods ad which was fifteen squares treble in depth used three inches for the name at the top and an inch and a half at the bottom of the ad for the same purpose.

To insert the name once is sufficient.

The newspapers would have more ads if advertisers got better results.

It would seem that the papers would be anxious to have each and every ad as attractive as possible and would be ready to help the advertiser in getting up good copy by supplying modern type and employing the best talent in the composing room.

The advertising manager of a morning paper said recently that that would be a good idea but he was not going to supply brains for all the other papers.

He feared the advertiser would obtain proof from him and give it to other papers then his paper would have no advantage.

The contract, that's the thing.

Either in time of  
sickness or health  
Osgood has some-  
thing for you worth  
its weight in gold.

Visit the Cigar  
Department

That's good but the writer didn't know it when he wrote it.

If the adwriters in this vicinity will read the AD BOOK they'll find many points in their ads brought out and made prominent.

Send Mr. Owen one \$, Mr. Osgood.

For four weeks ending December 20th, to reduce stock we will sell for cash the following goods at exactly what they cost us at wholesale:

ALL PATENT MEDICINES,  
PERFUMERY,  
TOILET ARTICLES, and  
HOLIDAY GOODS.

Don't say that to reduce stock you're going to sell at cost.

Nobody believes it.





San Francisco's store windows were attractively displayed Thanksgiving week. The above illustration shows a turkey dinner display that occupied one of the large windows of L. Lebenbaum & Co., grocers, on Sutter Street, which attracted universal commendation.

## Get That Hump Out of Your Back....

Deduct the price of suspenders, corsage and hump shoulder and you will find our new lot of "Shoulder Braces" for men, women, boys and girls, will be cheaper than to go about all stooped and floppy.

From \$1.25 to \$2.50

**Nye-Galbraith Drug Co.**

PRESCRIPTION DRUGGISTS

Eighth street

Opposite City Hall

## MR. RAILROAD MAN :

Right in the heart of all this year's new building, I offer you a new six-room cottage on F street, near 15th, for \$2300 and make the payments as easy as \$25 a month, with \$200 as first payment. With such easy terms, why not save more money? And then your home is always so safe. I'll be glad to show it to you and wife.

-- WRIGHT --

## Our Store News

is not an aggregation of exaggerations. It is plain, simple FACTS about this business.

## "Good Wear or Another Pair"

means that if shoes purchased of us wear out UNREASONABLY, bring them back and exchange them for a new pair.

With such principles as these, is it any wonder that our business grows so rapidly?

Our Handsome New Illustrated Catalogue is Free. Send for it.

**GEISER & KAUFMAN,**  
Progressive Shoecists,

Three advertisers who know how to make effective use of small space.

## A New Stamp Scheme

In spite of the opposition which the trading-stamp has met with from many quarters, new companies with new schemes keep springing up. One of these companies has recently adopted the plan of giving life insurance policies for a certain amount of stamps, paid up for one year, and the attention of the public is called to this fact by the following announcement:

"By calling at the stores of the merchants in your neighborhood, credit coupons to the face value of your cash purchases will be given. When coupons representing the sum of \$100 have accumulated, a life insurance policy for \$100 will be issued to any person, male or female, presenting said coupons, at no cost to the insurer whatsoever, upon which the American Trading Company will pay assessments for one year."

The trick comes in in the use of the words "will pay assessments for one year," which means that the policy holder will have to pay the premium himself after that first year. Of course the insurance company can afford to give the policy for the first year for very little—as its profits come in on the succeeding years.—The Grocer and Country Merchant.

### Pertinent Paragraphs

A business that will not stand advertising will not stand much of anything.

Ad ad without an illustration is like a frame without a picture.

Be brief; be simple; be plain; omit unnecessary capitals and italics, and talk to the point.

Cut out all you can from your ad; then cut out half of the balance; throw in a catchy design and quit.

An advertisement is read but once; if it does not carry conviction on its face, what excuse is there for its existence?

Modern competition is keen, sharp, and pitiless; to stem this torrent new ways, new ideas, and new methods must be evolved. Are you up-to-date?

E. ELLSWORTH CAREY

## The Country Paper

The least understood, and perhaps the least appreciated publications are the newspapers published in the smaller towns. Their field is necessarily circumscribed, but while this is true, their influence is concentrated. They are, to use the street phrase, "the whole thing" to their respective communities. In their columns only appears the three notices, of birth, marriage and death, which form the record of most lives. In these papers are found the business, church and social announcements of the town. Its politics are gospel and its personal column the delight of the household.

In short, the home printed paper of the village is the one publication which is read, discussed and sometimes cursed by all classes. If you should wish to create a riot just say something about the town or community of a disparaging nature, and if you wish to reach the rural population, do not rush off a thousand miles in an opposite direction to find some medium which, by reason of its being named the farmer's paper is supposed to reach the farmers, in order to reach the people of the rural districts. These people can be much more effectively reached and influenced through the medium of the local paper of each community. Everybody takes and reads the local paper, whilst only an occasional farmer reads a farm journal.



Brown, Meese  
...and Craddock

Printers

OF THE

Ad...  
Book

419 Sacramento  
Street





# For Better Advertising



Advertisers can help make the AD BOOK interesting and valuable to themselves by sending to the editor samples of their advertising for comment and criticism; by asking questions and propounding problems; by offering suggestions and submitting ideas. The invitation is open to all, everywhere.

HIRSCH & KAISER, Opticians,  
7 Kearny St., S. F. Nov. 19, '97.

Editor AD BOOK :

At the suggestion of Mr. Len D. Owens, we send you copies of our street car ads. Your criticism will be appreciated.

Yours faithfully,

HIRSCH & KAISER

Out of the sixteen ads submitted, two are very good, one is very bad, and thirteen are indifferent. That's a pretty fair proportion. I wrote forty-eight ads for a man once and not over four of them were good. I tried to convince him that six good ads were better than so many—that it would be money in his pocket to pay me more for six good advertisements than he was willing to (and did) pay for the forty-eight. But he wanted quantity, like the Chinaman buying boots, and he got it.

Well, here's the bad one:

---

You press the button—  
leave the rest to us.

We take great pains with  
our work—every photograph  
is finished as nicely as though  
it were for ourselves.

HIRSCH & KAISER,  
7 Kearny St. Opticians.

---

Bad because it twists a well-known catchphrase into meaningless ineffectiveness; worse because when you read it you fail to discover what the advertiser is driving at. Perhaps Hirsch & Kaiser do developing, printing and mounting for kodakers. If so, the ad ought to say it. And what is Opticians on such an ad for?

I think the ad is bad from another point of view; it would take mighty good advertising to convince me that the man who

dabbles in the acids and chemicals and paste and paper of photography, is the man to trust my eyesight to. When I go to an optician, I expect him to be an expert, and to charge for knowing all about his business and nothing about anything else. Perhaps Hirsch & Kaiser separate their business, and have an expert at both ends. If so, they ought to say so.

The good ads are these:

---

Have you ever purchased  
glasses of Hirsch & Kaiser?  
There's eye-ease and eye-  
comfort in every pair.

---

We consider other things  
than profit in our business.

This is one of the reasons  
why we are always busy.

---

The second ad is the better of the two. I think if I needed glasses, these ads would have sent me straight to the store.

The thirteen other ads are too self-conscious, too self-patronizing, too wordy—and there are too many of them.

Berkeley, Cal., Nov. 4, '97.

Editor AD BOOK:

For several weeks I noticed the following successive issues of one of the San Francisco dailies:

TALK THAT TIRES YOU.

Doctor—Mr. Brown, you must take this prescription only to Mr. Skinner's drugstore. Mr. Brown (his patient)—But, doctor, he charges me double what my regular druggist does. Doctor—Never mind, your regular druggist doesn't have fresh drugs, understand his business, etc, etc. Mr. Brown—That's too thin, doctor—how much "commission" does Mr. Skinner give you? Ha, ha!

It appeared in reading matter columns and to my eyes had nothing to indicate that it was an ad, and I

suppose it must be one; but what is the purpose of its being? I remember that some years ago there appeared in many issues of a daily which I took a paragraph setting forth the danger of using baking powder containing ammonia. There was nothing to indicate what company was paying for it, and as there are several powders which claim the distinction of being free from ammonia, I was puzzled to know whether it was a "pooled" ad or simply the mistaken effort of a single advertiser.

Very truly, W. A. C.

It is gratifying to note that a number of local printing establishments are conducted on the "cleanliness is next to Godliness" principle. Time was when litter and filth were typical emblems of the printing and newspaper office, and the accumulated debris of weeks, months, and even years was in evidence wherever printing was done. Modern printing establishments are models of neatness and cleanliness; not a scrap of paper is allowed to remain on the floor; large baskets are placed beside the presses to receive the waste, and in some establishments a boy is kept busy removing all superfluous truck. Among those in this city who come under this category are the Louis Roesch Co., E. D. Taylor, D. S. Stanley and F. H. Abbott. There are probably a number more, and others gradually falling into line.

A great many of our local printers are neither hustlers, or do they take any pride in keeping up with the times in their work and efforts. Their dingy quarters are not inviting, and the quality of the printing they turn out smacks of the days of '49, and is in keeping with their establishments. Type used for the past twenty years is the boast of some of these back numbers who are satisfied to sit on an ancient ink keg and smoke the pipe of oblivion.

Many merchants and storekeepers could undoubtedly use attractive and fetchy printing, but lack of

time or ability prevents them from evolving ideas on that score. Here is where the live, up-to-date printer can apply his genius to advantage, and those who have anything original, novel or catchy to offer are sure of keeping their presses going during the holiday season.

A leaflet issued by Pariser & Sons, printers, courts the patronage of the admirers of the artistic and appropriate in printing. The first page of this invitation contains two neatly executed vignettes and a quotation, more pathetic than practical. It reads thus: "We have no fear. We are all children of the same mother, and the same fate awaits us all. We, too, have our religion, and it is this; Help for the living, Hope for the dead."

The San Francisco News Co. will soon be located on Geary street, between Powell and O'Farrell. The new structure is an imposing five-story stone front, especially arranged and adapted for the handling of the company's immense and ever increasing business.

The number of The Wave of December 4th is essentially a sportsman's edition. Its pages fairly teem with the spirit of the rod and gun, and the atmosphere of kennel and field pervades its columns. The Olympic Gun Club comes in for a fine page of illustrations and descriptive matter, and many hunting scenes are depicted from the domain of the Country Club, in fact, the number is copiously illustrated with many well executed half-tones. A full page is devoted to a group of famous dogs, and some interesting views of Thanksgiving at the Alms House are given. The enterprising publishers promise an extra fine holiday edition, the cover page of which, in four colors, was designed by Geo. H. Piper, sculptor of the Stevenson monument.

The Grocer and Country Merchant shows evidence of superior editorial work for a trade journal. It is

TELEPHONE "GRANT 2"

DESIGNING  
ENGRAVING  
PHOTOGRAPHY



PHOTO-ENGRAVING CO.

131 POST ST.  
SAN FRANCISCO

also noticeable that its columns contain many progressive ideas pertaining to advertising and matters of publicity, giving evidence that the management is wide awake to the needs of the hour, by paying attention to the structural mainstay of the paper, namely, its advertising columns.

The San Francisco Board of Supervisors recently passed an ordinance which prohibits the prize ticket scheme. This does away with the numerous piano, pony, bicycle and other give-a-ways which have of late flourished so extensively. Some firms have been doing business solely on the strength of this class of advertising, but it was overdone to the extent of becoming a public nuisance.

Local publishers have issued some very handsome and unique calendars for the New Year. A notable diversion is made from the customary California idea, of depicting flowers and scenes of the old missions. One of the most striking is the California Girl Calendar, issued by Dodge Bros. Six very clever and strong drawings by Miss Gertrude Partington are reproduced in careful zincographs. Another worthy of mention is the Chinese Calendar, published by A. M. Robertson, with twelve drawings, depicting Chinese life, by Solly Walter. We are told that the demand for the latter is something unprecedented in the history of calendars. The price, 50 cents, is such as to place these productions within the reach of all. Dodge Bros. have also issued a Chinese Calendar, with hand painted vignettes by Amy B. Johnson.

The Harper Illustrating Syndicate, of Columbus, Ohio, has issued a series of six silhouettes Christmas



cuts, of which the above are fair samples. Many of the designs are very clever, and appropriate for holiday advertising purposes.

The publishers of that bright illustrated weekly, The Wasp, are busy with a Christmas edition which promises to eclipse any previous attempt in holiday numbers.

Sixty pages of half-tones, with illuminated cover, all illustrative of "the land of Christmas sunshine," ought certainly conduce to the disposal of a large edition.

The San Francisco Call will issue a special edition on Sunday, December 19th, that will eclipse any former effort of that paper. Three hundred thousand

copies will be printed, and 230,000 of them will be disposed of by placing one in the hands of every voter in California. The balance of the edition will go into regular channels. There will be an elaborately designed colored cover lithographed by the H. S. Crocker Co., and a wealth of illustration in line and half-tone. Seventy pages of literary, news and statistical matter will be within the covers.

Bonestell & Co., paper dealers, have just made up a sample book of flat and ruled papers which they carry in stock. It contains a sample sheet of every size, color and weight of paper carried in stock, and is at once a comprehensive and ready reference catalogue, specimen book and price list.

The New England Press in a recent issue said some very plain and truthful things about co-operation in building up a town or city. "It takes a live town to make a live newspaper. There never was in the past hundred years, never will, and never can be a live town without a live newspaper. The newspaper is dependent on the town. Without home patronage it cannot live and thrive; then again, while it is dependent on the town, the town cannot get along without it. There is no auxiliary so valuable to a growing town as an outspoken, public-spirited paper, wisely and well managed."—The Southern Merchant.

## The Window Display Tickets

...AT THE Emporium

were Designed  
and Painted  
by ...

EDW. A. COHEN

He has severed his connection  
with that institution, and can  
give the same artistic work to  
you


850 MARKET STREET  
Corner Stockton Room 14

### Advertising an Investment

Advertising is an investment, not an expense. It should be bought with the same judgment and care, with the same experience as merchandise. It should be bought to realize a profit. A hundred dollars in advertising should sell enough more goods than would otherwise be sold, to make profit of more than the hundred dollars expended. Otherwise it is a poor investment, no matter what the returns may be, unless it has special cumulative advantage. When merchants buy advertising as they buy merchandise it will be more profitable. The success of the department stores lies largely in the fact that experts in all the different branches, including advertising, make the selections and purchases.—WM. H. BEABLE in Brains.

A great many storekeepers make a mistake in the way they attach the prices to their goods. The only proper system with which to make goods salable is to put the prices in plain figures, so that everybody can see just what the article is to be sold at. Except in installment stores, where one price is to be asked for cash purchases, and another price for credit purchases, there is no excuse for using a system which cannot be read by the customer as well as the clerk. Where a secret system of marking is used it many times creates in the mind of the customer an impression that the house does not do a strictly one-price business. In marking goods never mark the price on the goods itself; mark the price on a tag and tie or paste it to the article. Some people object to having other people know what they pay for their merchandise. Large articles are usually, of course, marked with a tag or sold from a catalogue, so that there is no price upon them which cannot be taken off. There are stores, however, that mark the price directly on small articles such as handkerchiefs, neckwear, etc. Prices so marked are sometimes hard to remove and are objectionable to the purchaser. A little tag pasted on can quickly be taken off, and leaves no mark. Marking the price on the goods itself is particularly objectionable about Christmas time, when so many people buy goods for presents, and therefore do not care to have the person receiving the present acquainted with the price that they paid for it.—Printers Ink.



**California  
Type Foundry**  **ELECTROTYPING  
AND . . .  
STEREOTYPING**  
**510 Clay Street**



There is  
Only One

## COUNTRY EDITOR


It is published in Columbia, Missouri, monthly. Fifty cents a year, single copies six cents. It believes a country newspaper is better than a gold mine, and tells how it can be made so. Edited by Walter Williams. Published by E. W. Stephens.

TEL. BLACK 2792 ❧ ❧

**Mannell**

## Advertising Designs . . . Commercial Art Work

Is your advertising space illustrated with modern, up-to-date designs?

**529 Clay St., S. F.** 

**The Best Teas of Japan**  
are the best  
of the world  
Every pound critically  
inspected by the  
Japanese Government  
All good grocers sell it.

**A cup of JAPAN TEA**  
"Invigorates in the morning  
and refreshes at night"  
Every pound of tea shipped  
from Japan is critically in-  
spected by the Japanese  
officials and pronounced pure  
and of high quality.  
All good grocers sell Japan Tea.

**The World's Greatest Tea Country.**  
The highest standard of  
purity the Japanese tea is  
the greatest refreshment are  
represented in every package of  
**JAPAN TEA**  
The soil and climate of that country are best  
adapted to successful tea growing. Japan Tea  
is made with care and cleanliness. Every pound  
of the plant which contains from the tender-  
ness of the plant. Every pound the essence and  
inspected by the Japanese Government.  
A cup of Japan Tea "Invigorates in the morning  
and refreshes at night."  
All good grocers sell it. Accept no other.

**JAPAN TEA FOR AMERICANS**  
The chosen tea of the discriminating American  
public comes from the gardens of Japan.  
It surpasses in flavor and excellence the tea  
of any other country because of the perfect  
Japanese climate, fertile soil and carefully cleaned  
modern method of manufacture. A cup of  
Japan Tea "Invigorates in the morning and  
refreshes at night."  
Be sure you get genuine Japan Tea.  
It leaves perfect purity, fragrance and  
refreshment. Every pound critically  
inspected by the Japanese Government.  
All good grocers sell it.

**"THE OFFICIAL EYE"**  
of the Japanese Inspectors is  
on every pound of  
**Japan Tea**  
offered for shipment. Only that  
which is absolutely pure and of  
high quality is allowed to leave  
that country.  
All grocers sell it.

**Japan Tea**  
is always delicious. The best  
tea grown — the best process  
known. Every pound is critically  
examined by the Japanese  
officials before it is shipped  
from that country.  
All good grocers sell it.

**A Delicious Infusion**  
pure, strong and deliciously  
flavored. A cup of  
**Japan Tea**  
"Invigorates in the morning and  
refreshes at night."  
Every pound of Japan Tea is  
critically inspected by the Japan-  
ese officials before it is  
shipped.  
Send by all grocers.

**Facts For Tea Drinkers.**  
The Tea from Japan is the best of all  
— that's the principal fact.  
Japanese climate and soil are the principal  
— that's the reason for it.  
The Japanese Inspectors and sell are key to the  
— the reason for it.  
Every pound of Japan Tea is critically inspec-  
— another reason.  
Keep hot from moisture is highly placed in the  
— very necessary.  
Good grocers sell Japan Tea  
— accept no other.

**The Official Inspectors of Japan**  
critically examine every pound of  
**Japan Tea**  
offered for shipment. The  
must be pure and of high quality.  
A cup of Japan Tea "Invigorates in the morning  
and refreshes at night."  
All good grocers sell it.

**JAPAN TEA**  
— is prepared  
with exceptional  
care and  
cleanliness.  
— only the best  
— leaves and  
— buds are used.  
— all their  
— strength and  
— flavor retained.  
All tea must pass official  
inspection in Japan.  
A cup of Japan Tea  
"Invigorates in the morning  
and refreshes at night."

The above series of advertisements represents the advertising campaign now being carried on in the interest of the tea trade of Japan. Mr. T. Mizutany, Western Manager of the Japan Central Tea Association, has placed their advertising in the Central and Western States, through Lord & Thomas, of Chicago.

What Japan is doing in thus giving extensive publicity to its product, should serve as an example to California and stimulate our promoters to open up an active campaign by advertising the principal products

of this State. For instance, California wines are not extensively or consistently advertised. Only spasmodic efforts have been made in this direction and no attempt at systematic presentation of these goods has ever, to our knowledge, been made to eastern and foreign consumers.

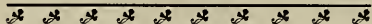
It may not be a very pleasant reflection that we should be compelled to take lessons in advertising from the Japanese, but here is an instance where the little brown man is giving us an up-to-date illustration of progressiveness.

HIGH  
GRADE



# Designing and Engraving

OF EVERY DESCRIPTION



Our Half-tone and Zinc Etching work is considered the best made on the Pacific Coast . . . . .

If you are interested in First-class Illustrations it will pay you to get acquainted with us . . . . .

## UNION PHOTO ENG. CO.

523 Market St.

SAN FRANCISCO

### THOSE ATTRACTIVE STREET CAR SIGNS

YOU SEE THEM EVERY DAY

Perhaps you don't know that

C. W. NEVIN & CO.

PRINT THEM

And other kinds of

Printing, Lithographing, Engraving  
and Book-binding

at prices that will surprise you

C. W. NEVIN & CO., 532 Com'l St., San Francisco

## We Collect

Delinquent Newspaper Subscrip-  
tions and Advertising Accounts.

Send for list to either of our offices

### The Publishers' Collection Agency

Main Office, ST. PAUL, MINN.

Branch Offices:

NEW YORK, Amer. Tract Soc'y Bldg.

CHICAGO, 113 Royal Insurance Bldg.

OMAHA

PITTSBURG

OGDEN

# 10c

That's all that's wanted to secure **BUSINESS** as a trial trip for three months, including special anniversary issue published October 15th.

**BUSINESS** gives special attention to the art and practice of advertising and is edited by the advertising writer of Canada's leading department store. United States stamps accepted.

Address

THE J. S. ROBERTSON CO.

86 Bay Street

Toronto, Canada

**PATRICK & CO.**  
**RUBBER STAMPS.**  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST. SAN FRANCISCO.



## ADVERTISERS

who are looking  
for liberal  
patrons should  
**TAKE ADVANTAGE**  
of the  
best medium  
**TO REACH THEM**

# The Breeder and Sportsman

(DAILY AND WEEKLY)

is the authority that for over fifteen years has accomplished this purpose, for it has held the field which is peculiarly its own and includes all stockdealers, turfmen and farmers, as well as devotees of the gun, rod and kennel. Its circulation is increasing rapidly. It goes everywhere and its terms of advertising are remarkably low. Sample copies free.

WM. G. LAYNG, 313 Bush St., San Francisco, Cal.

Engraving  
Department  
"The Wave"  
Publishing  
Company  
24  
Montgomery  
St. San  
Francisco.



Makers of  
Fine Cuts

# 14 Hours Ahead

IN NEWS SERVICE

You read to-night in  
the BULLETIN what  
the morning papers print  
to-morrow

CORRESPONDING  
RESULTS TO  
ADVERTISERS

Price 50 cents a month  
Order by telephone

MAIN 926

Office Removed to

# 233

KEARNY STREET  
NEAR BUSH



R. A. CROTHERS, Publisher

SAN FRANCISCO

DECEMBER, 1897

# The Ad Book

A MONTHLY EXPOSITION OF MODERN  
ADVERTISING

## CONTRIBUTORS

J. F. REVALK - - - - Lievre, Frick & Co.  
Let Us Practice What We Preach

J. H. BALLANCE - - - - Emerson Drug Co.  
"Honest Advertising"

NATH'L C. FOWLER, JR. - - Fowler's Publicity  
Profitable Singleness

SAM P. JOHNSTON - - - - Goldberg, Bowen & Co.  
Johnston's Criticisms

FREDERICK O'BRIEN  
Horse Sense in Advertising

FRED'K VAIL OWEN, Editor

Published by THE AD BOOK PRESS 1403-4-5 Call Bldg.

SUBSCRIPTION PRICE \$1.00 A YEAR

Brown, Meese  
...and Craddock

# Printers

OF THE



Ad Book  
Overland Monthly  
Western Creamery

419 SACRAMENTO  
STREET . . . .

# GOOD PAPER

is the basis  
of success in

## GOOD PRINTING

OUR PAPER is good —  
finish, quality, style, price.

All are right

Samples are always ready

For artistic work use Deckle-Edge  
Paper

## Bonestell & Co.

401-403 Sansome St.  
500-508 Sacramento St.

Tel. Main 133

San Francisco

# They must read

your circulars, booklets, etc., when they are  
delivered in sealed and addressed envelopes,  
with the same significance as letters that  
come through the mail, with 2c stamp.

Advertising matter distributed in San  
Francisco, Oakland, Alameda and Berkeley.  
I guarantee all my work done promptly and  
correctly.

Complete and reliable mailing lists of mer-  
chants in all lines of business on the Pacific  
Coast. Also consumers lists.

WM. M. WEIL

106 Pine St., San Francisco

Tel. Main 678

# Owen

makes  
pictures  
for  
advertisers

in the Call Building

Telephone Main 5589



VOLUME I

SAN FRANCISCO, DECEMBER, 1897

NUMBER 6

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

ADVERTISING RATES:

On cover, \$50 a page; \$30 a half, \$20 a quarter.  
Inside pages, \$25; half page, \$13; quarter page, \$7.  
Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FRED'K VAIL OWEN

It may not be amiss to reprint this editorial from the October issue:

The editor assumes responsibility for all that appears in the AD BOOK to which another's name is not signed. The views, assertions, or opinions of contributors are their own, and no editorial endorsement goes with acceptance and publication of signed articles. Writers are allowed considerable freedom from editorial censorship, in the belief that a man's free opinions are the best he has.



## Advertising a Restaurant

In the department of Street Car Advertising upon another page is reproduced an advertisement of Johnson's Restaurant. Mr. Johnson decided that he did not have business enough and went about getting it by advertising. He succeeded even beyond his expectations. Let the reader refer to the reproduction of Johnson's advertisement and he will see that it is a very plain statement without any frills or exaggeration of any kind. Of course a reduction in price interests every one—even we who eat sometimes practice a little economy.

There is one thing about the advertisement, however, that I am inclined to think brought as much business as the reduction in prices, and that is "No Tips." Without going into any discussion of the merits or demerits of the tipping system, there is no doubt but what a good many people are opposed to it. Without knowing Mr. Johnson's reason for adopting the "no tips" system, I am inclined to charge it to his knowledge of human nature. I think that statement would have taken me to his restaurant even if I hadn't been taken there by something else. I do not like tips. But however much business this advertisement may have brought Mr. Johnson, it was not the advertisement which retained the business brought there, but the restaurant itself. The spirit of that advertisement is so well carried out by the restaurant that it would be remarkable if the advertisement had not proved profitable. I think every man who went in response to the advertisement felt grateful to the advertiser for directing him to a restaurant conducted upon such lines. There may be better restaurants in San Francisco. Certainly there are some more handsome in appointments and a number more handsome in price, but if there is another restaurant in San Francisco which can show better service for the cost I would like someone to point it out to me. And there are no tips.

Let us look now to another restaurant's advertising. Last Spring I noticed in the local papers advertisements of which the reproduced ad on next page is a sample.

Compare this advertisement with that of Mr. Johnson's. Look at the plain, straightforward, unpretending statement which Mr. Johnson makes; look at the extravagant, unreasonable, unbelievable claims which the Ralston makes. It's the same old story of a man who is doing a tremendous busi-

---

The popularity of that elegant Restaurant, the RALSTON, lately opened at 315-317 Bush street, between Kearny and Montgomery, is surprising. The number of its customers is increasing daily. Its specialty of pure foods and hygienic cooking is attracting widespread attention, while parties from all parts of the city gather there on Sunday to enjoy a most delicious nine course dinner, served with a bottle of excellent wine, for 50 cents.

---

ness, whose store is thronged with the multitude crowding by one another to take advantage of the immense bargains which he has to offer, when as a matter of fact he is cudgeling his wits to get a little business.

Let us say that the Ralston was a good restaurant. Let us say that it served an excellent dinner for 50c. The advertising above would not convince anyone of it, and those people who did go there in answer to such an advertisement would probably go expecting a great deal more than they got. I know as a matter of fact several people were attracted to the Ralston Restaurant by their advertising, who came away disappointed. I think it was principally because much more was claimed than could be carried out. They found a complicated system of charging with the result that they came away feeling that they were overcharged. People who patronize a popular restaurant want to know how much their meal is going to cost them, and they like to find it out from the bill of fare.

A plain statement that the Ralston was a good place to get a good meal on Sunday for 50c would have brought more business, and if they did serve a meal well worth 50c, the advertising would have been profitable. I believe it was not.

Across the Bay, the Arlington Hotel and Restaurant has been doing some advertising in the local papers that should pay. I don't know if it did. If I lived in Oakland, such advertisements as the two reproduced

---

Our mid-day dinner from 11 A. M. to 7:30 P. M. for 25c is a cooked review of the best in market, is upstairs, homelike and good. Try it today.

---

Some restaurants advertise good cooking; so do we. No restaurants advertise "best in the market" — except ours.

---

here would take me straight to the Arlington, and I would expect to find there a good meal, good service, and proper prices.



## Making a Paper Pay

It's the advertising in the paper that makes a paper pay, and the more a paper makes its advertising pay its advertisers the more that paper will pay its proprietor. Since so much attention is now given to advertising by men devoting their entire time to it, many newspapers have taken up the work of assisting their advertising patrons in making their announcements more money bringing. It is a well known fact that more money is wasted in advertising than in any other branch of business; it is also a well known fact that the majority of advertising is not done on business principles, or upon any well considered plan of getting returns for the investment.

A number of Eastern papers have established advertisement writing bureaus that write and design advertising for business men so that they may expect some adequate returns for the money invested. The Sacramento Bee has for years past taken an active interest in the advertising of its patrons and endeavored by example to show how good advertising could be done at no greater cost than the poor kind. The Daily Free Press of Redding has recently undertaken a similar work. Mr. Ed. M. Swasey, the business manager, is a young man full

of push and energy, who is endeavoring to make the advertising columns of his paper worth every cent he gets.

The following is a recent editorial from the Free Press which handles the subject from a remarkably good business point of view:

Business is business. If your advertisement brings you customers you should pay for it; if it does not, you are foolish to continue it. The idea that you should advertise in a paper when you consider the ad of no value, is ridiculous and should not be tolerated. Every business man should advertise for the benefit the advertisement is to his business. Judicious advertising is always remunerative. Many a dollar has been thrown away on advertising because the advertiser did not take the trouble to make his ad speak words of truth to the public. If you have a good article for sale and you know that it is a bargain, that it will come up to your representations, advertise it extensively, and the purchaser will always respect you. But if it is not as represented in the advertisement, you will lose the purchaser and his friends as regular customers. All that can be expected of a newspaper advertisement is that it sends you a customer or induces him to send an order to your establishment. You must do the rest. If any little thing occurs to drive him away, such as an unclean store, a discourteous clerk, a lack of attention to his wants, or overcharging, and he does not return, the newspaper cannot be blamed. The advertisement can send you a customer, but you must take care to keep him.

To be effective and interesting to the public the advertisement should be changed regularly once or twice a month. It should suit the times and condition of the weather. For instance, during this rainy week there has been a demand for rubber goods, water proof overcoats, umbrellas, etc., and it would have been folly to advertise straw hats and tennis shoes for sale. Any money so spent is wasted.

The Free Press wishes to encourage advertisers in making regular and up-to-date changes so that each ad will be a money-maker, and as an inducement we will write and set the ads in a manner that will attract public attention. All we ask of the advertiser is that he keep us informed with regard to the article which will be of interest to the public, that we may know what he wishes to display. Our telephone number is 121.

Mr. Swasey has started a department in his paper of "Talks on Advertising." In it each week will appear criticism and suggestions in regard to local advertising with the

purpose and intent of assisting the advertiser. He says:

"We hope by our endeavors along this line to interest the general advertisers in the most essential part of his business, that of properly and effectively advertising it. This work has met with success elsewhere and we believe it will meet with the approval of business men in Redding."

Mr. Swasey undertakes to write advertising for his patrons, to set it up in attractive shape and to make frequent changes. He therefore endeavors to do everything which a newspaper can do to make its advertising effective.

Having a nose for news Mr. Swasey finds local material frequently for advertising, and a very good illustration of it is found

## A Man Dragged

One whole block on the cobble stones of Market street Saturday, because he wore one of our Stein-Block suits. The coat pocket caught on the buggy step and it wouldn't rip. It held him fast. The horses were stopped or he'd be draggin' yet. His name is Harry Rankin, and he bought the suit from us 3 years ago. We are sorry the pocket didn't rip. It would have saved him bruises. Stein-Block clothes never rip. Your money back if they do.

in the annexed advertisement, headed "A Man Dragged." Mr. Swasey reported the incident of the accident, noticed the great strength of the coat pocket which resulted in the bruises received, and thought it a good ad for the "Big Store" which sold the man the clothes.

Mr. Swasey believes in strong headings and the terse, brief statements which distinguishes the Fowler style of advertising. He is a member of the Fowler Correspondence College of Advertising, a subscriber to various advertising publications, and is surrounding himself with the literature and atmosphere of the business end of his paper — advertising. Such business methods cannot fail to be remunerative to the paper and doubly so to the advertisers who patronize it. The improvements already

made in the advertising columns of the Free Press, though the work is only just begun, are so noticeable that the paper begins to take upon itself a new appearance and a new life. If the business men of

## How's Your Harness ?

Have you noticed lately whether your Harness was safe and secure. A worn-out rein might cause your death. Our new harness is guaranteed. If it is not as we say, your money back.

**Patterson**

Opp. the  
Big Store,  
Redding, Cal.

Co.

## Cheap Lots Wanted

[Here follows reading]

CHAS. W. POPE,  
Free Press Block,  
Redding, Cal.

*Two ads which show Mr. Swasey's style.*

Redding are alive to their interests they will appreciate the efforts of Mr. Swasey and profit materially by them. It is changing advertising from useless expense to necessary investment.

## FACILITIES

What we *can do* is best told by what we *have done* :

*Three catalogues for the* Risdon Iron Works, 86 to 96 pages each.

*Two hundred thousand Almanacs for the* Clinton E. Worden Co., 32 pages and cover in four colors, the largest order for almanacs ever completed on this coast.

*The Inter-Collegiate Football Program*, 48 pages and cover in six colors and embossed. Completed in three days. Also all the tickets for the above game.

*The Press Club Souvenir*, largest souvenir ever issued in San Francisco. One hundred and forty-six pages. Completed in less than ten days.

*The Commercial Travelers' Souvenir*. Conceded to be the most novel souvenir ever issued here. Completed in five days.

*Several important books for* Mr. William Doxey, and others.

All done in the last sixty days.  
Can you afford to overlook us ?

Printing Shop of  
The E. D. Taylor Co.,  
23 Stevenson St.,  
San Francisco.

Telephone, Green 481.

## Continuity

"All life is movement."

In continuity is strength. In disconnection is failure. The Builder of the Universe did not build worlds on Monday, do nothing on Tuesday, create something on Wednesday, rest on Thursday, begin again on Friday, and sleep on Saturday. He built something every day and only stopped when He was through.

The strength of nature is in the continuous force of it.

The fundamental principle of motion is everlasting.

The biggest fish are in the brook that runs on forever.

The man who feeds his horse on Monday and gives him nothing to eat on Tuesday, may have a sick horse on Wednesday, and a dead horse on Thursday.

The merchant who pulls down the top of his roller desk with everything done and nothing to be continued has no right to be a business man because there is no business in him.

Unprocrastinated-to-be-continued is a motto of trade.

Never-to-be-finally finished is a rule of progress.

This world is for the workers, that there may be no shirkers in the continuous by-and-by.

Some men succeed by intermittent advertising.

Some men jump off a high bridge and do not get killed.

It is the weakest kind of logic to say that because one man can successfully antagonize the natural laws of success, his isolated example is worthy of a following.

Fifty parts of continuous good are more negotiable than one hundred parts of transient good.

No business man of sense will close his store every other day or every other week or every other month.

Experience, backed by the law of general averages, proves that the first appearance of an advertisement does not bring business, or even create much curiosity. The second appearance does little else than suggest attention. The third may mean business, and the fourth may mean more business. The fifth impresses the reader, and the sixth is felt by the advertiser. The man who expects his advertisement to bring business or to create comment immediately, unless the advertisement is one of a series, is as foolish as the man who finds fault with the water because it does not start to boil as soon as he starts a fire under it.

The strength of advertising is in its latent power. To discontinue advertising is to destroy a larger proportion of the preliminary education of the possible customers who are beginning to feel its influence.

Few people buy anything the first time they hear about it.

An advertisement in the paper today and out of the paper to-morrow, in the next day, and out the day after, breaks the reading connection. The public sees an advertisement in to-day's publication and temporarily forgets about it, thinks about it to-morrow and looks for it then. Yesterday's paper is lost, and the latest paper does not have it. The public forgets again, and no merchant ought to allow any of his possible customers to forget him twice.

There is not a solitary case when intermittent advertising has brought returns compared with that from continuous advertising—that everlasting pounding away at the public, day in and day out, with something fresh every time, or old things freshened, with the same space, or some space in the same place.

Because a few advertisers have made, once in a while, occasional advertising pay, there is no reason why exceptional methods should be considered. A rickety ship may survive continuous trips, and profit may pile upon profit, and the ship may go down empty, but only the fool risks his goods in a worn-out vessel.

People are purchasing all the time.

The continuous advertiser gets the bulk of the business because others are not advertising, and he is.

Continuous advertising will keep alive the flame of desire and focus its light and heat in the store of the advertiser.

So long as the strength of everything from love to politics, is in the continuity of it, so long must the good of advertising be in the continuity of publicity,—Fowler's Publicity.

[Copyright, 1897, by Nath'l C. Fowler, Jr.]

Judge Jenkins of the United States Court of Appeals has handed down a decision on the United States copyright question, holding that advertisements intended solely as advertisements are not capable of copyright.

## Printing is an Art

As well as a business, and requires TASTE as well as TYPE for doing fine work. There is no reason, however, why FIRST-CLASS printing should be considered a LUXURY. Poor printing is dear at any price. I am doing the only kind that you can afford to buy—the best there is.

**F. H. ABBOTT, Printer**

Telephone Main 1299

316 Battery Street, San Francisco

# STREET CAR ADVERTISING



Within the past few years the business public has come to use street cars as a medium of publicity to such an extent that it now commands the very serious consideration of everyone about to do any advertising.

The street car presents some alluring features to advertisers, but the most tangible thing is that it pays. Large and successful advertisers use street cars continuously, and they would not do so if they did not find it profitable. Not every advertiser can use street car advertising profitably perhaps, just as there is no one medium that every advertiser can use to profit.

One of the pioneer street car advertisers of San Francisco is the D. Ghirardelli Co., whose cocoa and chocolate have for over twelve years past been constantly in the cars of San Francisco. The cut which heads this page is reproduced from what is perhaps the most expensive street car card ever used. The design is etched upon sole leather by the pyrography process. It makes a very attractive and artistic card and conveys the idea that Ghirardelli's cocoa is a very excellent article. The D. Ghirardelli Co. have had other very attractively designed cards.

I asked Mr. Ghirardelli what his opinion of street car advertising was, and he said that for an article like his, sold in every grocery store, he considered it a most excellent method with which to interest the buying public. While the very nature of their business prevents tracing direct returns, he felt satisfied that their advertising was profitable.

In quite a different business and in quite a different way has street car advertising proved profitable to a business depending entirely upon direct returns. Johnson's Restaurant on Montgomery street has been successfully and profitably advertised in the street cars. I asked Mr. Johnson how he knew that the street cars paid him. His reply was: "Very easily. In the first place the business came and kept coming

and I did practically no other advertising. In the second place a number of customers mentioned the fact that they had seen my advertisement, and then again, some, mis-reading the line, 'Meat, Coffee and Dessert, 25c,' called my attention to that fact when they expected to get a full *meal* with coffee and dessert for 25c."

The reproduced card of Johnson's Restaurant is printed in two colors and makes a very effective card,

**REDUCTION**

**PRICES**

AT

*Johnson's*

Family

Change  
in Prices.  
No Change in  
Quality.

**RESTAURANT**  
**28** Montgomery St.

Meat, Coffee and Dessert, 25c. NO TIPS

though I think the professional advertisement writer would say there was too much on it and that it was too crowded. However, it has paid, and Mr. Johnson will accept any criticism anyone has to make upon it. A man whose advertising pays does not seem to worry about criticism.

The card of the Aetna Mineral Water Co. reproduced here is one of the strongest designs that has



appeared in the cars for some time. Its advertising value is, I think, slightly marred by the overdrawn

statement that Etna is used all over the world. It is to be regretted the reading matter accompanying the design is not as good as the design itself. Etna Mineral Water is good water and will stand good advertising.

Street-car advertising ought to be as profitable for mineral waters as for cocoa—although not quite so universally sold, their sale depends more or less upon the publicity given to the name of the water and not upon argument or descriptive matter.

## "Honest Advertising"

It seems that all Baking Powder manufacturers have a peculiar process of reasoning whereby they reach the conclusion that their own particular brand of baking powder is the best in the world.

Among all the brands of baking powder "Have been" found on sale you can rarely find one that is not "Guaranteed Pure." The fact is any manufacturer may combine

**Trophy**

Tillmans & Bendel Mfrs

chemically pure alum, chemically pure ammonia, etc., with any

other chemically pure ingredients, and claim the finished product to be chemically pure.

But there can be only one best, and no one party can truthfully claim to have that best, because there is no standard set by which to measure the best—scientific opinions differ as to the relative merits of the different formulas.

The Government Tests show Royal superior to all others, Leavening safe, no yeast Germ.

**ROYAL**  
Baking Powder  
Absolutely Pure

The manufacturers of Schilling's Best and Trophy baking powders each claim their product to be made only with cream tartar and soda, but that gives neither the one nor the other the right to be called the best.

The committee appointed in accordance with the "Pure Food Law" of Ohio came to the conclusion that

Schilling's Best baking powder is the best you can get at any price.

Schilling & Company  
San Francisco

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there was no best baking powder then on the market, and the Department of Agriculture of the U. S. in Bulletin No. 13, page 622 (Food and Food Adulterants) recommends the following formula as producing the only "best baking powder":

Pure Cream Tartar, 53.34 per cent.

" Sodium Bicarb, 26.66 per cent.

" Corn Starch, 20.20 per cent.

The corn starch in the above formula will, it is claimed, prevent deterioration and improve the cooking quality of the powder.

J. H. BALLANCE

## Classified Advertisements

Advertisements under this head, two lines or more, without display, 10 cents a line.

### WANTS

BACK numbers of Printers Ink to exchange for back numbers of any other advertising publication. Address, Exchange, care AD BOOK.

MAGAZINES wanted. Send me a list of unbound magazines of 1894-5-6-7 you want to sell, and price asked. J. H. BOND, care AD BOOK.

MATRIX making machine (paper maché) for stereotyping. AD BOOK Press.

### FOR SALE.

A BRAND new Neograph, the most perfect stencil duplicator; folio size; printing surface 11 x 16 inches. Will sell for 25 per cent less than cost. AD BOOK Press.

RETTIG N. S. A. Ledgers with Lightning Index, for newspapers, magazines, etc. Publishers—North, South, East and West use them. Prices, \$2.40 and \$7.25. Established in 1884. For 10 cents in stamps will mail Lightning Index, full pages and descriptive circulars. Circulars alone, free. Address Rettig Newspaper Subscription Account Ledger Co., Platte City, Mo.

### ADVERTISEMENT WRITERS

THAT writeup last month brought me two people, even though I said I had all the work I could do. Better equipment, new, bigger and better offices, and an enduring ambition, enable me to ask for more advertising work.

I make advertising pay,

That's all I do.

FRED'K VAIL OWEN, Rooms 1403-4-5, Call Building. Telephone, Main 5589.

ABOUT MY WORK. The best advertisements I can possibly write are those I now write for the California Furniture Company.

I may be able to do better some day; I hope to.

Anybody who wants his business advertised as well as the California Furniture Company is advertised can have it if he is willing to pay my price.

Drop me a line and I will call.

J. FRANK MULLEN, 117 Geary street, S. F.

I WRITE advertisements. I get up booklets, design posters, signs, and other advertisements. I am experienced in making catalogues, price lists, etc. I am certain that I can help on your business if you can use my knowledge. I work for anyone who wants me. My charges are small. If you will send me a postal I will call and advise with you. I refer to those for whom I have worked.

FREDERICK O'BRIEN, 610 Montgomery St., Room 33.



# Johnston's Criticisms

*It will be gratifying if the efforts here set forth aid advertisers in improving their ads, thereby getting better results.*

The manager of a large clothing house in this city said he needed no one to write his ads as he wrote his own, that adwriting required no especial talent or training, that he dashed his ads off in a few moments.

We reproduce such an ad here; it shows

every mark of having been dashed off hurriedly, unthinkingly.

This ad occupied forty squares, twenty at least of which are worse than wasted because the assertions made are untrue and whoever wrote the ad knew that when he wrote it.

Just at present no business in San Francisco, new or old, is crowded to the doors nor are any having a marvelous increase in business.

Don't use idle words, loud boasts, meaningless phrases, or circus claims, when advertising an established business that expects to remain established and desires the good will of the community.

Waste not, want not, applies as truly to business houses as to children. Economy of force is to be considered in our work or we'll wear out quickly; economy of advertising money is good sense.

This ad appeared in the Examiner and the wasted twenty squares cost the advertiser thirty dollars, with another thirty in the Chronicle and twenty in the Call, with probably another twenty in the three evening papers.

\$30  
30  
20  
20

\$100 wasted

A first class adwriter would have written the ad for five dollars, advised the saving of space and the merchant would have been \$95 better off besides having an ad that would do what every ad should do — make a favorable impression.

The mission of the AD BOOK is to improve advertising on the Pacific Coast.

Crowded to the Doors—the Remarkable Increase of Business at

## SMITH & SMITH

IS SOMETHING MARVELOUS.

Since we opened our store, we have caused a general stir in the clothing trade in 'Frisco, we have convinced the public that we CAN, AND DO, undersell all clothiers, hence our **LARGE, INCREASING TRADE.** We have the stock of the town, and one of the **BEST LIGHTED STORES** in America.

### SEE THIS BREEZY BULLETIN OF THE BRIGHTEST BARGAINS

Ever offered by any firm in America.

**\$10** New Stylish Top Coats, Special Friday and Saturday **\$10**  
**OVERCOATS**

**\$10** The Dependable Blue, Black or Brown Kersey **\$10**  
**OVERCOATS**

**\$10** Blue chevlon, brown mixtures & all the new styles **\$10**  
**MEN'S SUITS**

**\$3.50** All-Wool Suits in Reefer, Middy or Blouse Styles **\$3.50**  
**BOY'S SUITS**

### OUR STANDING GUARANTEE.

MONEY  
BACK  
IF  
WANTED.

We hereby pledge ourselves to refund your purchase money if you can come within 25 or 40 per cent of duplicating any of the bargains herein advertised.

NEW  
GOODS,  
LATEST  
STYLES.

**Smith & Smith**  
75<sup>th</sup> St.  
SAN FRANCISCO.

hence this department not only points out the failings of the ads criticised but re-writes them to show clearly and practically how they should look.

"A Breezy Bulletin" reminds one unpleasantly of a breeze which is generally unwelcome. "Ever offered by any firm in America" sounds so big that readers doubt the whole ad.

The pledge to refund if the buyer can get as good elsewhere is so indefinite that none would think for a moment of attempting to prove it.

All of the argument used in the ad criticised is here condense to occupy half the space:

Our good stock of good clothes and the finely lighted store attract buyers who tell their friends how well they are treated and that brings more buyers

Money  
back  
for the  
least  
dissatisfaction

**Friday  
Saturday Specials**  
**Overcoats \$10**

new — stylish top-coats also blue black or brown Kerseys that won't fade — same price

**Men's Suits \$10**

blue cheviot brown mixtures all the latest fashions

**Boys' Suits \$3.50**

all wool in reefer — Middy or blouse styles

## Smith & Smith

75th St., San Francisco

Mr. D. M. Morris of The Chas. P. Nathan Co., Sacramento, sends five ads for criticism.

They are above the average; nicely set and should have brought good results.

Mr. Morris will improve Nathan's ads if he will leave out the heavy black rules.

He has six ugly black boxes resembling coffins enclosing six headings and prices.

The cleaner the ad the better; have it as free from everything but white space as possible.

Compel the compositor to leave out his beloved capitals.

One reads as follows:

It might read this way:

Tuesday and Wednesday's event.

Special sale of Women's Warm Footwear.

We have been fortunate in securing a manufacturers' lot of Ladies' Warm House Slippers, generally known as "Romeos," at an unusually low figure, and wishing to dispose of them quickly, have decided to place them on special sale Tuesday and Wednesday, at a price never before heard of for this class of footwear.

They are all fur-trimmed, of red or black beaver cloth, new coin toe, in all sizes, and as stylish a slipper as can be seen anywhere; would make a very serviceable and acceptable Christmas present.

The regular selling price is \$1.25. Our special price, 95 cents a pair.

The Chas. P. Nathan Co., J St., between 6th and 7th.

Romeos

What woman doesn't know a Romeo — we'll supply you with a pair of them Tuesday and Wednesday at

95c

They're

fur trimmed  
red or black  
beaver cloth  
new coin toe  
in all sizes  
regularly  
\$1.25

A hint to the Romeos here-about — a pair of these slippers will make a mighty fine Christmas gift

The  
Chas. P. Nathan Co.

J street  
bet. 6th & 7th

The criticism is that too many words are used; a direct plain statement is all anyone wants in an advertisement.

"Tuesday and Wednesday Event—Special Sale." Event is superfluous.

How many women ever ask for footwear?

Do they not say shoes or slippers as the case may be?

A shoe store in San Francisco has an expensive brass sign reading: — Ladies Foot Forms.

What rot — did any woman ever ask for a foot form?

SAM P. JOHNSTON

## Let us Practice what we Preach

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Regarding the telling of the "naked" truth in advertisements, whether in newspapers or other media, the majority of advertisers will be found in accord with the author of the article in the October AD BOOK—"When Doctors Disagree."

The chief objector to so-called falsehoods used in embellishing otherwise unattractive ads, unfortunately lives in a glass house. A single illustration is offered: "Schilling's Best Tea" is not the best tea Schilling has nor is it the best tea obtainable. Using the same method of analysis as employed by the objector to the Bromo Seltzer ad, their advertising is therefore untruthful.

It is an easy matter to establish ideals in ad writing as in any other business, but it is equally difficult to live up to them. In this work-a-day world, we rarely analyze a cause but rather look at the effect produced. The practical, every-day business man as we find him, rarely permits sentiment to sway him in a business proposition. He therefore does not split hairs on the means he employs, as long as they honorably accomplish the end. The end sought for in ad writing is to sell goods—not to moralize and preach sermons. If they fail in the first, but succeed in the latter, how much better would it be to publish tracts, and withdraw from a purely mercantile vocation.

I am well aware that no amount of sophistry can make wrong right, but in business we must consider things as they exist, not as we would have them; and therefore if the exigencies in ad writing compel an otherwise truthful man to use a little fiction as an embellishment to an otherwise bald and unpalatable truth, he should be—and usually is—accorded a little license in his choice of language.

A faker once remarked that until you went a-hunting, you could not realize the

amount of "gulls" to be found in a large city. If this were not true, clothiers who advertise all-wool \$20.00 suits for \$8.45 would have to shut up their shops. This, however, is more than lying—it is an endeavor to obtain money under false pretense. Should the man however, who employs the word "Best" instead of good, be placed in the same category? I don't think so. The latter uses the word "Best" as an adjective applied to something undoubtedly good, much as the chemist sugar-coats a pill. No one questions the utility of the coating—which is not put on to deceive, but rather to make more desirable an otherwise good thing—in its way.

In the majority of ads, it is necessary to be emphatic rather than technically correct in the statements made. As the public take these statements—whether absolutely true or not—*cum granum salis*, it is hard for the average business man to see where any harm is done.

As the adwriter is neither under oath nor before a jury where every word he utters is to be considered for its exact definition, he is permitted, by common usage, to make statements similar to those usually employed in every day commercial speech. It may be remarked, parenthetically, that the successful adwriter, like the successful salesman, may be a cheerful prevaricator when talking "strictly business."

Gross misrepresentation is not considered in this argument, but rather such cases as exemplified by the Bromo Seltzer ad. In this particular ad, no more liberty is taken with truth than the makers would verbally announce to a prospective purchaser. As vocal volume does not, as a rule, cost as much as advertising space, they would probably add, if asked, that their remedy would not cure a headache arising from injury or as a concomittant symptom of a constitu-

tional disease such as typhoid. In neither case would the sufferer be likely to seek an empirical remedy but would rather consult a physician. As far as it goes, this ad therefore tells the truth and would pass muster with about 75 per cent of mercantile announcements in the daily prints. I am not one of those who believe that the moral standards of to-day are lower than formerly, nor that the ads are worse from the standpoint of veracity than before they obtained the care and criticism now bestowed on them.

J. F. REVALK

### Horse Sense in Advertising

Some advertising by San Francisco merchants is good; most of it is nonsensical and very bad. If the three essential elements in successful advertisements are: first, to attract; second, to interest; and third, to convince, then the advertising of S. N. Wood & Co. is most unsuccessful.

Here is an ad I was attracted to several times during December. It seemed so incongruous, so poorly-illustrating good clothing, that I sent it East, as a "dreadful example."

I think it about the worst ad for the money I have seen in San Francisco papers. It is a match for some of Raphael's monstrosities.

I see no sensible connection between the picture and the subject. Who is falling? "Prices," I notice, is broken in two, but who is the unfortunate wretch about to "land" in a shallow pond?

The language is weak and ungrammatical. "Hundreds are now wearing one of, etc." How could hundreds wear one suit?

If \$12.50 suits can be sold for \$7.50, merely because "room is wanted," there's something wrong.

"Dressy, swell goods" is meagre and unsatisfactory. Better to say "Good-wearing, perfect-fitting," or something that is more convincing to the customer sought.

Swell, dressy men don't buy \$7.50 suits. The suits might be described more plainly and in detail.

**ANOTHER  
TERRIBLE  
FALL!**



**PRICES  
BROKEN  
IN TWO!**

We are very near to the arrival of Spring Goods. Must have room. Prices take an awful fall—a case of cause and effect.

Our salesmen were taxed to their utmost yesterday to serve the eager and pleased crowd which thronged our store and besieged our counters. Hundreds are now wearing one of those dressy Suits, in Tweeds Chev-iots, Worsteds and Cassimeres, in browns, grays, fancy mixtures and blacks, the latest New York styles, single and double breasted sacks. Worth \$10.00 and \$12.50—taken a fall to.....**\$7.50**

Dressy, swell goods, made by white labor. We know how they wear, any for one year we keep them in repair FREE.

Money back gladly if dissatisfied. We have built our business up on these terms.

**NEW DEPARTMENT.**

We take pleasure in inviting your inspection to our NEW DEPART-  
MENT, showing latest styles in

**Boys' and Youths' Clothing,**

Neatest effects for those 12 to 22 years of age.

We have an extremely choice assortment of Mufflers, Ties—in  
Puffs, Imperials, Four-in-Hands—Hats, Gloves, Collars and Cuffs.

**S. N. WOOD & CO**

**COLUMBIAN WOOLEN MILLS**

718-722 MARKET. POWELL AND EDDY.

The advertising of these \$7.50 suits could have been done more effectively in seven inches of a single column, if the ad was written rightly and set up properly.

Wood & Co. have wasted money in trying to make the public laugh. I wanted a cheap suit at the time I saw their ad. I read it, and went elsewhere. I didn't be-

lieve what it said. It attracted, but did not interest nor convince.

I think that Raphael, clothing seller, might save two-thirds of the firm's annual expenditure, and still draw more trade, by advertising sensibly. Mere illustrations don't sell goods. Especially when they are irrelevant and badly drawn. Raphael uses a double column, when ten inches of straightforward business talk would pull more.

What rot to say "We have a sale of unusual splendor, magnificence and grandeur." Raphael says this in a New Year ad.



### The Mighty Black Men

of Western Tropical Africa—grand specimens of physical development—depend for vigor and energy upon the nerve and muscle-building qualities of the Kola (guru) nut. By its use they are enabled to withstand the fatigue of killing marches and to perform feats of strength impossible with those not using the nut. Thousands of men and women in this city owe their energy to the precious qualities extracted from this noble nut combined in DR. CHARCOT'S Kola Nervine Tablets. These tablets, made (from the FRESH KOLA NUTS) upon the prescription of Dr. Jean Martin Charcot, the greatest doctor the world has ever known, absolutely banish sleeplessness and nervous troubles.

Write for PROOFS of CURES, 50c and \$1 a package. Get them of your druggist or if he cannot supply you, send money and druggist's name and we will send you the genuine tablets.

Eureka Chemical and Manufacturing Co., La Crosse, Wis.



Kola Nut.

**Kola  
Nervine  
Tablets**

It reads like circus trash. One almost hears the trumpeting of the elephant and the tooting of the steam calliope. What of grandeur, magnificence or splendor is there in boy's clothing?

I believe the people of the Pacific coast are as sensible as Eastern folks. And that kind of advertising in the East would be found only in a small, jay town, or in the chronicles of a "fire sale." Raphael should make a New Year resolution to get down to plain, honest advertising. The business would prove the mistakes of the past in the improved receipts.

I think this Kola Nervine ad a good one. It might be set more strongly, but the

language is effective, and the illustration is pertinent and attractive. There is no space wasted. It will sell the medicine. The company owning the remedy is a shrewd one. It built up a tremendous sale for an ink eraser by using the classified columns of the big dailies in getting agents.

FREDERICK O'BRIEN



## Window Tickets

One of the most important things to know in retail business is how to make show windows attractive.

There are many ways of doing so, and yet how really few artistic window displays do we see.

A store may carry a complete and up-to-date stock, and the windows may display some of the best articles, but the drawing power of the display is lacking. The real magnet to attract the buying public is not some "hurrah" method of window display, but a carefully prepared, artistic window trim, supplemented by correspondingly artistic and apropos tickets.

Without the latter the effect of the most artistically designed or "sale" window will fall flat. They are absolutely essential to the success of the window display. Artistic display tickets hold the attention of the passers-by as no other medium can, and as this feature makes them an important factor in the selling of goods, they should receive the same careful attention as the rest of the advertising. The old style, clumsily lettered and too often poorly worded cards have had their day. The public eye is being educated, and nothing of an ordinary character will attract now-a-days. A window ticket must be an active and aggressive "spieler," but in letting its clarion voice be heard it must do so in an artistic manner.

There must not only be originality of expression but a crisp newness of design infused into every card in your window.

The wording should be brief, convincing, simple. Ambiguity in an ad (for the tickets are ads and ads of strong power) will ruin its drawing feature. "That he who runs may read" should be in mind when writing copy for cards. No window card need be a biographical resume of the owner or the article yet how often we see enough matter on a ticket to keep the reader guessing for ten minutes as to the purport of the card.

in any up-to-date store window and during the brief period of its existence it must, when noticed, immediately stamp its wording on the reader. That a ticket does not pull a customer at once into the store does not detract from its merits, but that it sets the reader pondering upon his wants and the price that ticket asks to satisfy his wants, is one strong reason why every progressive retailer should pay just as much



**Costs less  
to keep dry  
than to  
get wet —**

**Umbrellas  
95¢**

The artistic quality embodied in the design of a card does not necessarily or materially detract from its reading qualities, providing of course that it is done "right." Pictures and ornamentation if handled correctly add greatly to their effectiveness and a card to be a "reader" does not necessarily have to be severely plain and without ornament.

A ticket that needs study to be read is not an "ad" no matter how cleverly executed.

A card should remain but a short time

attention to his window tickets as to his daily newspaper advertising.

With the younger and more progressive men who are coming so prominently into commercial life there comes a desire to push ahead in new methods. The newspaper advertising shows this. Some of our largest stores are revolutionizing their window methods and with the new regime it is to be hoped that window tickets will receive the careful attention they deserve and must have, to bring money producing results.

The old style of letting the clerk or the

packer write tickets spasmodically in his leisure time or having a cash boy disfigure card board with rubber stamps, will be abolished. The tickets will be written by a specialist; they will be better done, will look better, attract better, sell the goods better,—all these pleasant and desirable results being obtained, because the making of these tickets rests with a man who makes them well, because his whole heart and soul—and incidentally his livelihood—rests in and on doing this one branch of profitable advertising well. EDW. A. COHEN

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## PRINTERS' INK.

This is not a paid advertisement, but represents the opinion of the editor of *PRINTERS' INK*.

# CALIFORNIA.



Los Angeles, **Times**  
Oakland, Tribune  
Sacramento, Bee  
San Francisco, **Examiner**  
Chronicle  
Call  
San Jose, Argonaut  
Mercury

The man who would advertise to reach the people of California will get more for his money if he will spend it all with these papers than he will by dividing it up, giving these a portion and another portion to others. The advertiser can never reach everybody. He should content himself by addressing the most people he can of the best sort for the money he has at command. A good advertisement in a good paper is worth more than a poor advertisement in forty poor papers. There are other good papers in California besides those here named, but those mentioned above are the best and give advertisers greatest value for the money expended with them.

This reproduction of a page of *Printers' Ink* for December 8th, gives Mr. Geo. P. Rowell's opinion as to what are the best papers in California for a general advertiser to use. Mr. Rowell's judgment is, generally speaking, to be relied upon; but the editor of the *AD BOOK* respectfully suggests that the *San Francisco Bulletin* be added to the list.

## Trading Stamps in Disfavor

At a recent meeting of the Merchants' Protective Association of Hoboken, N. J., the trading stamp question came up for discussion. About sixty members were present, and among them Editor Flynn, of the *Trade Review*. The subject occupied the greater part of the session, and it was alleged by some of the speakers that the persons in charge of the trading stamp store had treated persons presenting stamps for redemption unfairly.

Editor Flynn, of the *Trade Review*, stated that the system was a direct violation of the United States postal laws, though there was a loophole by which the promoters would escape liability. He said that there was a United States commissioner in the county who would take the complaint of any person who had not been given full value for the stamps and prosecute it.

It was also reported that a great many merchants who had been induced to handle the stamps would drop the system at once if they were not held by the contract which they had made with the trading stamp company.

In Syracuse, N. Y., the trading stamp company's representative has been sued by one of the subscrib-

WALTER N.

# Brunt

Prints Everything

---

**535**  
**Clay St.**  
San Francisco  
◆  
Telephone  
Main 330

**Embossing and Ragged-Edging**  
For the Trade . . . . .

**Appropriate Programs Menus or Souvenirs**  
For all Special Occasions .  
Originality our Specialty . .

**Society Cards**  
**Dance Folders and Tassels**  
**Fancy Cardboard and Envelopes—Wholesale and Retail**  
C.P. Set of sample cards for any one society, and wholesale and retail price lists, **FREE**. Complete sample line of 600 cards, folders, programs, etc., mounted in handsome album, \$2.00

**Badges**  
From 5 cents to \$5 each . . .

**Regalia, Etc.**  
For Lodges or Celebrations

**Book and Job Printing**  
Of Every Description . . .

**Office—Ground Floor**  
**Press Room,**  
**Composing Room and**  
**Manufactory—2d and 3d Floors**

ing merchants for a failure to perform his part of the contract.

With the trading stamp company there is a possibility of reaching large profits. It sells its books of trading stamps to a retail merchant and receives a certain price per hundred stamps, in turn agreeing to redeem all stamps presented at its store. Like most schemes of this nature, the public soon loses interest in it, and the stamps are not presented for redemption, thus increasing the net profits of the company.

With waning public interest the retailer fails to receive the benefits said to go with the use of the trading stamp, and he becomes disgusted with the plan and refuses to give out any more stamps. This has caused the trading stamp company to commence suit against the merchant to compel the performance of the terms of the contract. Rochester, N. Y., furnishes instances of this kind.

In Pittsburg, Pa., the Grocers' and Market Men's Association has had the matter up for discussion at its meetings and a strong opposition to the system has developed among the members. An important question with them is, "Who pays for the presents given away?" Either the merchant or the consumer, they think, and they are not certain that either can stand it.—Display Advertising, N. Y.

Trading stamps, which have been used extensively by Washington merchants, were declared to be factors in gift enterprises in a decision rendered by Judge Scott of the Police Court, Washington, D. C. The trading stamp scheme has caused considerable agitation among tradesmen in that city. An appeal will be taken. - New York Times.

If grocers will leave it alone, the trading stamp scheme will go out of itself.—American Grocer, N. Y.

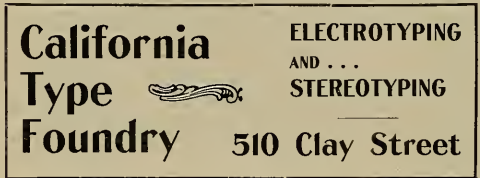
Carrier pigeons were used to carry the copy for advertisements to the evening papers, by Blomingdale Bros., New York, recently. The idea originated in the fertile brain of J. Angus MacDonald, their advertising manager. Ten pigeons were used, leaving the store on the 59th street side at 10:30 P. M., arriving at Park Row 3 minutes and 43 seconds later.

"Twenty-seven Grains of Sense" is the title of a little vest-pocket booklet Mr. Lewis, of the Advertisers' Agency, Philadelphia, sends me. The book is small, but the grains are all there—no chaff. Here is one of them:

While smartness has gotten many a man into jail, and many another out, it's a bad thing to have a smart advertising man. He's generally too busy shining to throw light into dark places for your business' sake.



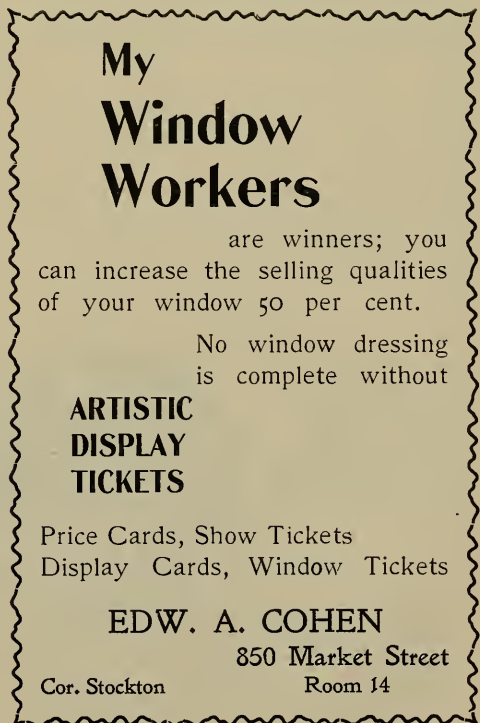
**J. H. DUNCAN**  
COPPER PLATE  
AND  
GENERAL ENGRAVING  
126 KEARNEY ST. S.F.  
Trade Work A Specialty.



**California**  
**Type Foundry**  
ELECTROTYPING  
AND . . .  
STEREOTYPING  
510 Clay Street



**W. M. BACH**  
DESIGNER  
531 CALIFORNIA ST. ROOM 9.  
CARDS,  
BILLHEADS,  
LETTERHEADS,  
LABELS,  
ADVERTISING  
CUTS, ETC.



**My**  
**Window**  
**Workers**  
are winners; you  
can increase the selling qualities  
of your window 50 per cent.  
No window dressing  
is complete without  
**ARTISTIC**  
**DISPLAY**  
**TICKETS**  
Price Cards, Show Tickets  
Display Cards, Window Tickets  
**EDW. A. COHEN**  
850 Market Street  
Room 14  
Cor. Stockton

### Jubilee Editions

On the 28th of January the Mining and Scientific Press will issue a Golden Jubilee edition of fifty-two pages. The cover design is a striking and artistic piece of work in colors, being appropriate for the Jubilee occasion. Mr. Halloran, the manager, reports an unusual interest among advertisers who wish a representation in this issue.

This journal and its management are to be complimented on the success achieved by this publication in the past. It is a representative journal of its class, and its sterling character and unblemished reputation enables it to command the respect of the commercial world. Its editorials and contents generally are scholarly and abreast of the times, while its advertising columns have almost universally proved remunerative.

The Mining and Electrical Review will issue a special edition some time this month and cover the past and present in its particular field with appropriate matter and illustrations.

The following officers have been elected by the California Bill Posters' Association: President, George H. Siebe; Vice-President, M. D. Neild; Treasurer, John W. Willis; Secretary, S. Loverich.

Good work. That is the thing most needed in advertising. Superior work in every branch of this rapidly developing science. There are too many indifferent workers in every line of business. It may almost be said that it is better to do very bad advertising of a bold, striking type than to do the wishy-washy, don't-care style. For goodness sake, men, put some energy, life, enthusiasm and originality into your work, whether you are an ad-writer, advertising manager, agent, illustrator, or the great advertiser "himself." Progressive push properly applied produces plentiful prosperity.—Profitable Advertising.

### It Will Be Illustrated

The advertising of the future will be illustrated. There can hardly be any question about that. Pictures are quicker than type. You can get an impression from a picture in half the time you will get it from reading. The advertisement with a picture in it will get attention five times where the unillustrated will get it once.—Printers' Ink.

IF YOU...  
WISH TO

## Advertise

In newspapers anywhere at  
anytime, call on or write to

### E. C. Dake's Advertising Agency

64 and 65 Merchants' Exchange,  
'Phone Main 1063. SAN FRANCISCO

PHILLIPS  
BROTHERS

'Phone Main 164.  
505 Clay Street

### BOOK BINDERS

Paper Rulers and Blank  
Book Manufacturers.... San Francisco

*"It has prospered and grown, and its  
Publishers merit the success achieved."*  
—Fourth Estate.

**10c**

In coin or stamps will secure  
you a trial trip of **BUSINESS**  
—the popular Canadian office  
paper devoted to advertising  
methods and business man-  
agement—for a term of three  
months, including the handsome Anniversary issue.  
**BUSINESS** is edited by the advertising manager  
and writer of Canada's leading departmental store

**THE J. S. ROBERTSON CO.**  
86 Bay Street Toronto, Canada

TELEPHONE "GRANT 2"

DESIGNING  
ENGRAVING  
PHOTOGRAPHY



**SUNSET PHOTO-ENGRAVING CO.**

131 POST ST.  
SAN FRANCISCO

# DESIGNS, ETCHINGS, ENGRAVINGS,—for all purposes.

Our work is unequaled and unrivaled—  
ring us up.

The acme of good advertising is good  
illustrating.

## UNION PHOTO ENGRAVING CO.

San Francisco

Phone M. 5303

523 Market Street

### Allen's Press Clipping Bureau

Dealers in all kinds of  
Newspaper Information  
Advance reports on all  
contract work.  
Main Office 510 M'tgomery  
Street.  
SAN FRANCISCO

There is  
Only One

## COUNTRY EDITOR

It is published in Columbia,  
Missouri, monthly. Fifty  
cents a year, single copies  
six cents. It believes a  
country newspaper is better  
than a gold mine, and tells  
how it can be made so.  
Edited by Walter Williams.  
Published by E. W. Stephens.

## We Collect

Delinquent Newspaper Subscrip-  
tions and Advertising Accounts.

Send for list to either of our offices

### The Publishers' Collection Agency

Main Office, ST. PAUL, MINN.

Branch Offices:

NEW YORK, Amer. Tract Soc'y Bldg.

CHICAGO, 113 Royal Insurance Bldg.

OMAHA

PITTSBURG

OGDEN

## PATRICK & CO. RUBBER STAMPS

STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.



## ADVERTISERS

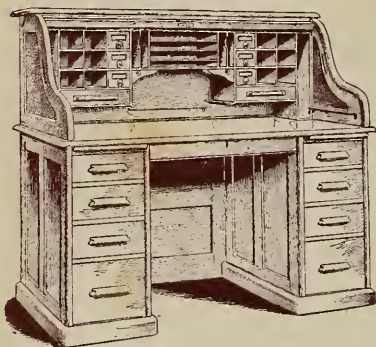
who are looking  
for liberal  
patrons should  
**TAKE ADVANTAGE**  
of the  
best medium  
**TO REACH THEM**

## The Breeder \* \* \* \* \* \* and Sportsman

(DAILY AND WEEKLY)

is the authority that for over fifteen years has accomplished this purpose, for it has held the field which is peculiarly its own and includes all stockdealers, turfmen and farmers, as well as devotees of the gun, rod and kennel. Its circulation is increasing rapidly. It goes everywhere and its terms of advertising are remarkably low. Sample copies free.

WM. G. LAYNG, 313 Bush St., San Francisco, Cal.



## OFFICE DESKS

and a complete line of  
Office, Bank and Lodge  
furniture. Filing cases,  
fittings and accessories

**GEO. H. FULLER DESK CO.**

638-640 Mission Street

Tel. Main 1540

SAN FRANCISCO

# Talk To Women

and you talk  
to the buyers of four-fifths of  
the supplies of life—groceries,  
dry goods, clothing, furniture,  
etc. Women read advertise-  
ments, and buy advertised  
articles. Women read the  
BULLETIN, for it is a home  
paper, and comes at the time  
of day when she has time to  
read it.

Talk to women through the  
columns of the

## BULLETIN

and you talk to the buying  
class of San Francisco.

The BULLETIN prints the  
news of TO-DAY, not of yes-  
terday. 50c a month.

R. A. CROTHERS

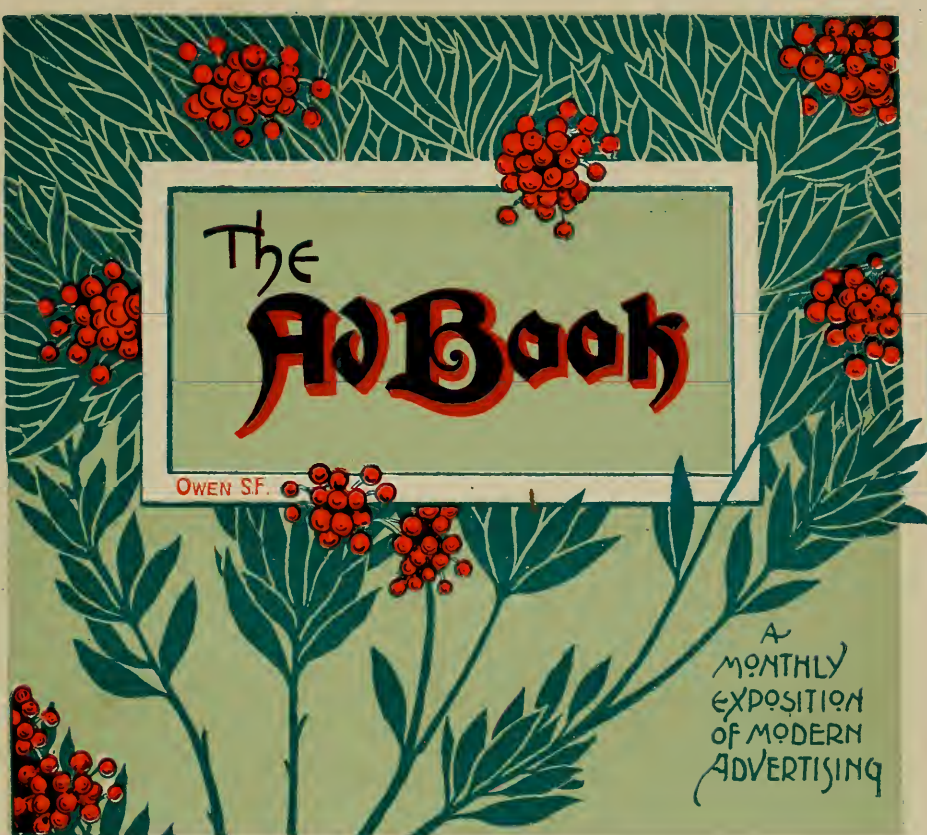
PUBLISHER

Telephone Main 926

Office, 233 Kearny St.

SAN FRANCISCO

JANUARY, 1898



# The Ad Book

OWEN SF.

A  
MONTHLY  
EXPOSITION  
OF MODERN  
ADVERTISING

## LEADING ARTICLES

PRINTING THAT PAYS  
ADVERTISING A COMPETITOR  
SMITHS' PAGE AD.  
BISCUIT ADVERTISING  
STREET CAR ADVERTISING  
PRACTICAL INSTANCES  
ADVERTISING IN SEASON AND OUT

FRED'K VAIL OWEN,  
Editor.

Published by  
The Ad  
Book  
Press  
1405 (ALL BUILDG

SUBSCRIPTION PRICE, \$1 A YEAR



Lots of people say  
they wouldn't get their  
printing done at any  
other place. Must be  
a good reason. Ad  
Book cover done here:

Printing Shop of  
The E. D. TAYLOR CO.  
23 Stevenson St.,  
San Francisco.

Telephone, Green 481.

## ALL PRINTERS

should get our bound book  
containing prices and sam-  
ples of 1898 styles of paper,  
flat and ruled; shows all  
grades of billheads, state-  
ments and letterheads  
Contains index and price  
list A whole paper ware-  
house at your command  
Prepaid for 25c. in stamps  
or free with any order if  
requested

## Bonestell & Co.

401, 403 SANSOME ST.  
Telephone, Main 133

San Francisco



My services for  
better advertising  
are within easy  
reach

Fred'k Vail Owen

Fourteenth floor Call building  
San Francisco



# The Ad Book

A Monthly Exposition of  
Modern Advertising

VOLUME II

SAN FRANCISCO, JANUARY, 1898

NUMBER 1

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES:

On cover, \$50 a page; \$30 a half, \$20 a quarter.  
Inside pages, \$25; half page, \$13; quarter page, \$7.  
Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FRED'K VAIL OWEN

The AD BOOK has closed its first volume and opened a new; in celebration of the event, which after all is only a natural consequence, a three-color cover design graces its first page this month, that the editor thinks is both attractive and interesting.

The design is taken from a characteristic California production, the "red berry." Nearly everything Californian has been used in illustration, but if I mistake not, the AD BOOK is first to use as a cover design the native evergreen whose clusters of bright red berries make all California attractive during the holiday season.



Considerable criticism has been showered upon me for allowing the festive contributor to sport himself among the foibles of divers advertisers, with insufficient show of reason for his strictures. While invulnerable to the attacks of criticism, being my-

self a critic, yet having a sense of right, I must warn intending contributors that I have purchased a blue pencil and a wastebasket, both of which are aching to be used.



Touching my own criticisms (which, by the way, will form the major part of that which hereafter appears), I wish to say that at no time have they been, or will they be, influenced by anything other than the desire to assist advertisers to get greater benefit from their expenditures. In most cases (and I prefer it that way) I have no personal acquaintance with the advertisers and no reason for saying anything about his advertising other than to help him and others, using him as an example.

Having devoted myself to advertising, and studied it as a lawyer studies law, or a doctor medicine, and also as a business man studies business; having first laid the foundation for it by a ten years' course in the several degrees a man has to go through in the printing business, and through it all being in close contact with advertisers and advertising, I feel I am not presuming if I undertake to tell a man how to make his advertising profitable. And, by the way, I have some right to do that, having made advertising profitable; a clothier who had profitably conducted several different clothing establishments in different localities and at different times, could probably be relied upon to tell how to make a clothing store pay.

## Advertising a Rival

Every time you mention a competitor, either directly or by implication, you advertise him to your disadvantage. This is a rule so nearly universal that there aren't enough exceptions to prove it; the only exception I can imagine is where something good is said of a competitor, and I have a standing reward for such an advertisement.

Another good way to advertise a competitor and make a fool of yourself is to copy his advertising, or make a play upon it. Over in Oakland I have occasionally noticed some queer advertising of a firm by the name of C. Westover & Co. It looks like they were afraid a competitor would steal all their business by good advertising; so they seek to counteract the effect of the M. J. Keller Co's. good advertising by doing some very bad advertising themselves.

The way I came to notice it, was seeing a card in a program like this:



Two things occurred to me; first, that the man who got up the program was a cheerful blackmailer; second, that Westover & Co. knew that a card in a program wasn't advertising, and shrewdly announced that fact. I guessed wrong twice.

So I made inquiry, and it led me to look up their other advertising, as I found they did buy space in advertising mediums. Looking through the files of the Oakland papers, I came across an announcement of The M. J. Keller Co. that for ten days they would give away a box of candy to all who called for it.

The next day, in an ad imitating the style of Keller's ad, Westover announced that they didn't have to give sweetmeats to stimulate trade. In the same space he might have had an advertisement of his store; in the same space he might have earned the respect of intelligent readers; in the same space he might have confined himself to his own business, and not advertised Keller at his own expense. I don't know how long this has continued, or is likely to continue, and I don't know either party and was never in either store. But if Keller's store is as good as his advertising, it's a good store; and if Westover's store is as bad as his advertising, it's a bad store; and anyway, Keller ought to be made to pay for Westover's advertising him.

## Printing that Pays

This is a day of specialists, and the man who would be successful tries to be master of one trade, Jack of none; he concentrates all his energy in trying to do something well. The barber doesn't pull teeth any more, though he occasionally lets blood.

The printer who prints "everything from a visiting card to a three-sheet poster" is fast being sold out by the sheriff, while the printer who prints only visiting cards, and the printer who prints only three-sheet posters, is planning to expend his surplus on a trip to Paris in 1900.

Down at Hayward, a pretty, sleepy, fruity little town on the other side of the bay, is a hustling pair of printers who do Christian Endeavor printing, and not much else—except make money. They sent me a batch of samples that opened my eyes to the fact that there was a demand for supplies among Christian Endeavor societies to keep a printing office at work on them all the time.

Rice Brothers believe in advertising; and they believe that the best advertisement for a printer is samples of his work. So

they send out samples and price lists and booklets and circulars, that talk sense and show skill in plain neat effective printing.

Every envelope they send out carries an advertisement—they have some twenty different styles ready for use, and every time you get a letter from them, you learn that they have some particularly attractive C. E. monograms, and do good printing.

In an extra long and narrow booklet printed in type that you can read, they say among other good things:

We aim to supply cards of the exact materials as shown in samples, or better if possible. We never send out fine samples and fill orders with a poorer quality.

And

We are always glad to receive suggestions as to styles, and will gladly pay for new ideas that we can use.

Such revolutionary talk as that will make knights of the stick and rule shiver, but it probably brings Rice Brothers business, and curiously enough, that's what they are after.

There are n't any frills on the printing they sent me; they don't seem to be in league with the fool typefounders to ruin our eyesight and dim our intellect. Their own letterhead looks crude and amateurish, as though, like the shoemaker who is too busy mending other's shoes to mend his own, they are too busy getting business to print a good letterhead for themselves.

---

SMITHS' CASH STORE, }  
San Francisco, Cal., Dec. 22, 1898. }

Editor AD BOOK:

Please criticise our advertisement in the San Francisco Call of Sunday, December 19th, if convenient, and oblige,

Yours respectfully,

SMITHS' CASH STORE,

By H. A. Smith, Sec'y.

This advertisement of "San Francisco's Greatest Mail Order House" occupied a full page in the "New Era" edition of the Call. While I don't believe in special editions as

a rule, nor in full pages spasmodically, I must confess that Smiths' Cash Store has met the objections to both in a way that stamps it as a stroke of genius—and I guess something of that kind is the matter with most of their advertising, which has builded up a gigantic business (occupying a seven-story building recently erected especially for them) from a small beginning in an out-of-the-way location.

To meet the objection to special editions, that they go to new people who don't know you, and are so bulky and wearisome that no one will read them, Smiths' Cash Store makes attractive offers to every sort and condition of person to send in their names, so that regular price lists and other advertising may be sent them. I suspect they will get many replies to these offers, and thus secure a valuable list of names of people whose trade they will ultimately secure.

To meet the objection to whole page advertisements, which are generally "skipped" by the reader, they have exercised unusual skill in constructing an effective page, with a most everlastingly long list of bargains that will interest every one about the country home, from grandpa down to Elsie. In fact it is a small catalogue, and at the top is the injunction to preserve it, and order by mail, which I have no doubt many will do.

I think the page could have been made more attractive and readable by having a series of pictures of the departments of their store run across the top, instead of the mass of big black type. Most of the display is overdone and lacks contrast. The name also wastes lots of space unnecessarily. Over half a column is taken up with "Aunt Eliza's Letter Home," a pretended account of a country woman's visit to the store. While there is some good information in it, I don't think it will sell any goods. Every one who reads it knows it is not a genuine letter; the vernacular doesn't make it interesting to country people, whom

the advertisement is intended to interest. The object of it is to give some idea of the big store, and I think this could be better done by an honest talk about it.

AMERICAN BISCUIT COMPANY, }  
San Francisco, Jan. 4, 1898. }

Editor AD BOOK:

Here we are again with more specimens of advertising efforts. It is next to impossible to trace results, except in a very general way, in a manufacturing business. We advertise to the dealer, and to the consumer. Clippings marked "A" appeared in trade papers; those marked "B" appeared in grocery lists; those marked "C" in miscellaneous publications circulating among consumers. The slips and booklet were sent out with mail to customers.

If you have room, and care to make these the text for a sermon on advertising, they are at your service.

Faithfully,

AMERICAN BISCUIT COMPANY.

W. D. Claussen, Sec'y.

Not often do I get so big a batch of advertisements so uniformly good. There is a spirit of fairness that runs through all the advertising of the American Biscuit Company, and enough of originality to make it interesting.

There are, however, too many of "A" and "B," too few of "C." The consumer is the fellow who needs educating; reach the consumer and you include the dealer; but you may advertise to the dealer until doomsday, and the consumer will know you not. Trade paper advertising is good ad-

vertising (rightly done in the right trade papers) but a million hungry mouths water for the good things of the American Co. and could be taught to ask for them and thus create a trade no rival could cut into. Every successful food or proprietary article now on the market, has been made so by advertising to the consumer. These trade paper ads are fairly good; yet having read them all, there is n't one that even suggests to my mind asking my grocer for the goods. But if I saw the goods advertised in my daily paper, I should certainly insist on my grocer supplying them. Or if I saw an advertisement in the car as I rode home, telling me of the good qualities of American Biscuits, I'd surely order some and see if they were as good as the ad. I would n't expect to find them any better.

The little booklets and slips are good—all but one. That one is like a thousand other useless pieces of advertising that every holiday season give us pain. On a fancy paper, inside a heavy, red, ugly border, is a little picture of a Dutch windmill, and the following:

THE AMERICAN BISCUIT COMPANY of San Francisco extends the season's GREETINGS to you, and announces that it will still continue to cater to those who appreciate high-class goods. AMERICAN BISCUIT COMPANY, San Francisco, Cal. Gold Medal Biscuit Makers.

By repeating the name twice, and a liberal use of printer's foolery, a good piece

## Printing for Profit—

YOUR profit as well as mine. I aim to do your printing so well—that is, so suited to your needs—that when sent out it brings you business, and that's another step towards the coming era of good times. See me about it.

**F. H. Abbott, Printer**

Telephone Main 1299

316 Battery St., San Francisco

of paper is wasted and an advertising opportunity lost.

In most refreshing contrast, is this one:

THE HOLIDAY SEASON is near at hand. The time when all who can, eat "good things;" the time when careful housewives look up appetising food-novelties.

How's your supply of dessert dainties? Here's a forecast of festive times, "delicate feasting" selected from 350 other sorts equally good of their kind:

[Here follows five varieties, with price and description.]

Progressive grocers who have accepted these suggestions in previous years have profited largely thereby. Better order now for future delivery, thus insuring prompt shipment. Discounts are liberal. Think it over.

I would not have said "all who *can* eat 'good things,'" when you suggest that a thing is out of reach of any, it is a bad suggestion and bad advertising.

I would n't have said "Discounts are liberal." I would have said what the discounts were, or said nothing.

I would n't have said "Think it over." I would have said, "Do n't make a note of it; order now" or something of that sort.

I would have made the printer keep his rubricating red bands off the job, and print it in one color in plain type.

And then I would have felt that I had sent out a good advertisement.

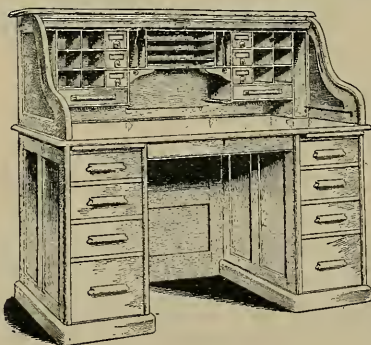
"Home industry" is used extensively in their advertising, to no purpose, so far as I can see. I may be wrong, but I think it does n't sell any biscuits.

Some years ago I went through a biscuit factory to gather material for a booklet advertising their wares. I was shown through the mixing room, where big machines mixed and kneaded the dough; through the bake room, where big ovens sent out sweet odors that I could almost taste, making my mouth water for the "goodies" being baked there; and my mind went back to when I hung on my mother's apron and begged for a "cookie" fresh from the oven, too impatient to wait until they cooled; or watched with longing eyes when she "tried the dough," to make a try of

it myself. Next, to the packing rooms, where a score of sweet-faced girls in white aprons and caps filled the boxes with the "delicacies that tempt the palate. Through it all there was such cleanliness and wholesomeness not to be looked for in a "factory," that I went away feeling the public ought to be told what good things were made there. But no! I had to write a dry, stereotyped statement to the "trade," and a million consumers were to be denied a knowledge of what would sell more biscuits than all the trade arguments that could be printed in three volumes and an appendix.

If I were to write the advertising for a biscuit factory, I'd take the consumer by the hand, and lead him through the establishment; I'd regale his olfactory nerves with sweets; I'd make his mouth water; I'd let him "taste" those cakes and wafers; I'd let him "sample" the dough and "try"

## SEE THIS DESK?



STYLE  
FINISH  
PRICE

—Just Right

Complete lines of Office, Bank  
and Lodge Furniture . . .

**GEO. H. FULLER DESK CO.**

638-640 Mission St.,

Tel. Main 1540

San Francisco

the oven; I'd introduce him to the sweet girls and the white aprons.

And I'd let him find out, all by himself, that it was home industry.

CALIFORNIA FURNITURE MFG COMPANY,  
(N. P. COLE & Co.)  
SAN FRANCISCO, Dec. 27, 1897. }

Editor AD BOOK:

Here is an ad for your criticism grist mill.

Very truly,  
CALIFORNIA FURNITURE COMPANY,  
J. Frank Mullen

The heading is good, the pictures are good, the descriptive matter is good; some of it is brilliant. But I think the helpfulness falls a little short of what it might be. There should be prices to make the ad really helpful.

There are two things about the ad that make it a good ad; the illustrations that are in themselves an advertisement, as they show the articles in use, and the easy style of talk that seems to say in every line, "Ours is a nice store—accommodating, attentive, prompt, reliable." That's the impression you get. Perhaps that impression is worth more than all the prices three columns could hold.

There are two things about their advertising that detract from its value. The name is long, unhandy, and does not sufficiently identify itself. If I had anything to do with it, I would discard the long name, and say simply "Cole's, 117 Geary." The other thing is that they advertise spasmodically, and when business is good; when business is poor they quit, thereby losing about half their expenditure.



The Klondike fever has warmed up advertising a bit, and stimulated trade in various directions. The Caloric Vita Oil Company has seized an unusual opportunity, and improved it by putting up their product in screw top cans, containing oil reduced to quadruple strength. As several early venturers to the Klondike took along the oil, and have written back praising it in highest terms, they were armed with extraordinary good advertising material.

FRIDAY MORNING, DECEMBER 17, 1897.

NEW ADVERTISEMENTS

## Gift-making Helpfulness.

These are the busiest days of the year. Christmas buying on every side and the mountain of gifts for Christmas' delivery grows higher and higher.

The store looks as Christmassy as possible—everything except Santa Claus and his nimble team. No use for them. A dozen express wagons instead.

Open evenings until Christmas.



Comfort chairs.

A few dollars spent here would insure grandpa's comfort the rest of his life.

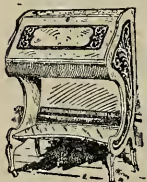
Adjustable back chairs, cushioned with downy softness, \$14. (Not like picture.)

Come as soon as you can. Each day lessens the list, and you know the most-wanted things go first.



Hall furniture was never so pretty as it is to-day—so pretty, in fact, that we've put it on the list of goods.

See picture. We've the settee also the glass hinted at.



This is desk time—and this is the desk store, decidedly.

143 sorts by actual count this morning.

The picture shows a pretty shape. We have it in three woods—oak, mahogany, color and green.

Our delivery system satisfies everybody. It's simple enough. We don't promise what we can't do.

Our men are careful not to mar your walls.

You like furniture, your friends like it—do you know anybody who doesn't like it and who wouldn't enjoy some dainty furniture bit as a Christmas gift?



Music and music-cabinets. Can't have Christmas without music, and music and music-cabinets are twins.

The open-face sort, \$5.50. Like picture, \$4.55.



Bookcases.

A generous gift for yourself or another.

Every sort, size, shape and color. Name your price and we'll fit a bookcase to it.

And bookcase desks.



You'd think the makers would run out of shapes for parlor tables. Each year they're different.

Hundreds of makers, we take the prettiest shapes from each.

Same for \$1, over for \$2; like picture, \$3.



And here's our offering for those unable to join the family round the Christmas spread.

An invalid's table:

The base runs under the bed, top above—right in front of the sick one.

Then pile on the goodies! Christmas the year through.

Take time in buying. Don't hurry.

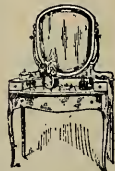
What you want is here and we want you to have it.

Now, don't go out till you're satisfied.



Here's a desk, we got for the school girls and boys of San Francisco. Big enough for papas and mammas, too.

Ocular-magnifying (varnished), \$1.18.



Don't blame a woman for wanting to look her best.

Help her out.

She probably won't ask you to get her a dressing-table—but she wants one.

Cost less than usual this year.

Mid all the busy bustle of buying, don't forget that you're welcome JUST TO LOOK

We believe in good-will as well as in giving good gifts.

Of course we deliver free in Oakland, Alameda and Berkeley.

California Furniture Company,  
N. P. COLE & CO.  
117, 119, 121, 123 Geary St

Carpets,  
Rugs,  
Antique

## A Well Read Paper

It is said that out of 200 members of the San Francisco Board of Trade, 195 confess to reading the Bulletin. It is asserted that over 60 per cent of the circulation of the Bulletin is in San Francisco, while no San Francisco morning paper has much over 30 per cent of its circulation in the city.—Printers' Ink.

## Mr. Barrett's Flag Bill

Congressman Barrett, of Massachusetts, has introduced a bill forbidding the use of the United States flag for advertising purposes. The Minneapolis Tribune says: "Such a misuse of the national standard is permitted nowhere on earth. It is only in this country that the flag is appropriated as a trade-mark for baking soda, laundry soap, ready-made clothing and cheap cigars."—National Advertiser.

It is to be sincerely hoped that Mr. Barrett's bill will become a law. Every publication devoted to publicity should publish something on this point and wish Mr. Barrett every success possible in his eminently patriotic undertaking.

## Japan Tea for Americans

A quasi-official commission has reached this country from Japan charged with the duty of giving publicity to the merits of Japanese teas, and the best methods of preparing them as a beverage. The commission is planning to open tea bazaars in many of the chief cities in the United States and Canada, where ladies can enjoy a cup of fine Japanese tea made by experts, and at the same time receive instructions which will enable them to make it equally well at home. More than half the tea consumed in the United States and Canada is of Japanese growth, yet the majority of Americans apparently do not understand how to prepare it so as to develop the delicious qualities which it contains. It is believed by these gentlemen that, when Americans are in possession of the secret of making good tea, the consumption in this country will fully equal that of Europe in proportion. The Japanese Government has appropriated a large fund to aid the Japanese tea growers and tea merchants in prosecuting this educational work, and it is hoped that American ladies will be apt students.—Self Culture.

He is not always the best salesman who can sell the most goods in a certain time. The test comes when he undertakes to sell to the same persons a second and a third time. Nor is that ad which brings the greatest number of customers necessarily the best ad. The best advertiser is he who brings the same people time after time.—Brains.

What you get out of an ad depends on what you put in it.—Display Advertising.

Advertising instinct is, like the nose for news, a valuable possession.—Newspaperdom.

The door to success will have rusty hinges unless lubricated with the oil of publicity.—Profitable Advertising.

When the ads are in the papers,  
And the goods are in the store;  
When the store is thronged with shoppers  
As it ne'er was thronged before;

Then you know that trade is coming  
With a vigor and a dash  
Through the doorways to the counters  
Of the store that buys for cash.

—Bates' Criticisms.

"Laugh and the world laughs with you,  
Weep and you weep alone;  
Advertise and the world is with you,  
Stay out and you stay alone."

## Classified Advertisements

*Advertisements under this head, two lines or more,  
without display, 10 cents a line.*

### WANTS

**B**ACK numbers of Printers Ink to exchange for back numbers of any other advertising publication. Address, Exchange, care AD BOOK.

**M**AGAZINES wanted. Send me a list of unbound magazines of 1894-5-6-7 you want to sell, and price asked. J. H. BOND, care AD BOOK.

**C**OPIES of August and December AD BOOK. Anyone not wishing to preserve their copies, will confer a great favor upon us, by sending them to this office.

### FOR SALE.

**A** BRAND new Neograph, the most perfect stencil duplicator; folio size; printing surface 11 x 16 inches. Will sell for 25 per cent less than cost. AD BOOK Press.

### ADVERTISEMENT WRITERS

**A**NY business anywhere can be profitably advertised. The question is, how?  
Finding out how, and then doing it, is my occupation. I make advertising pay.

FRED'K VAIL, OWEN, Rooms 1403-4-5, Call Building, San Francisco. Telephone, Main 5589.

**P**LANS, estimates, writing and illustrating. Curtis-Newhall Advertising Company. Best equipped newspaper and magazine agents on the Pacific Coast. 345, 347, 349, Wilcox Building, Los Angeles.

# STREET CAR ADVERTISING

The immense amount of publicity given an advertisement in the street cars of a city, coupled with the fact that it is concentrated in one locality, puts a value on this form of advertising that has made nearly all the large general advertisers users of street cars.

A notable example of this fact, is, the regular and continuous use of the cars by Macbeth, the man who makes lamp chimneys. Advertised little elsewhere, the "pearl top" and "pearl glass" advertisements greet you in nearly every street car from one end of the country to another.

It must pay.

**Pop goes the lamp=chimney!  
It was not "pearl top" or "pearl glass;" they are tough.**

**Your dealer knows the difference. Ask him.**

**Macbeth Maker, Pittsburg.**

At first glance it would seem a difficult proposition to profitably advertise such an article as lamp chimneys; it probably seemed so to Macbeth; that's probably why he employed John E. Powers to write his advertising; and probably because John E. Powers writes it, the advertising pays. There is no better advertising in the cars; there isn't any better anywhere. Macbeth's street-car advertising is to other

**No, lamp=chimneys are not all alike.**

**Macbeth's are clear glass, right shape and don't break.**

**Macbeth Maker, Pittsburg.**

street-car advertising what John Wannamaker's newspaper advertising was a few years ago to other newspaper advertising. And John E. Powers did Wannamaker's advertising.

Note the absolute simplicity, both in type and wording, the utmost confidence in the article advertise. Note, also, how the names "pearl top" and

**The dealers are getting tough glass lamp=chimneys—tough against heat—they last till some accident carries them off.**

**"Pearl top" and "pearl glass."**

**MACBETH, Maker, Pittsburg.**

"pearl glass" are unconsciously impressed on your memory, and not confused with unnecessary matter.

For months there has been running in the cars a card advertising the "Perfection Necktie Holder." It's a very good card. Illustrations show how the thing works. The merits are set forth reasonably well. The price is so low (5c.) that it ought to sell, and the card in the cars ought to pay. I looked to see where I might buy one. The card doesn't say. It may be for sale by dealers; if so the card ought to say so. The only clue is "P. N. H. Co., 206 Sansome St., S. F." Nobody is going to look up P. N. H. Co. to buy a 5 cent article. Even though I have wanted to buy one, I have never asked for it where I trade. The advertisement didn't tell me to, it told me I had to go down to Sansome street, and look up a firm known by its initials. I am not going to do that. I'll let my necktie slide up first.

Street cars ought to be a good medium to advertise Bicycles in. One riding in a car is in a particularly good frame of mind to read bicycle arguments.

**WE WANT YOUR TRADE!**



If it's prices you want, here you are!



**NEW LADIES and GENTLEMEN'S IDEALS**

MAKERS WITH 19 YEARS' EXPERIENCE

CHILDREN'S IDEAL BICYCLES

20-INCH WHEEL . . . \$20

24-INCH WHEEL . . . \$25

26-INCH WHEEL . . . \$30

**THOS. H. B. VARNEY,**

—RAMBLER BICLORAMA

MARKET, TENTH AND STEVENSON STS.

**\$25**

Some recent cards advertising the Rambler bicycle,

may be held up as an example of how not to advertise in street cars—or anywhere.

If I hadn't ridden on a Rambler, and didn't know it was a good wheel, these advertisements would lead me to believe it a cheap, second grade article, that could be bought at any old price on any old

## Exchange



YOUR OLD BICYCLE FOR A NEW

**Rambler**

A LIBERAL ALLOWANCE FOR ANY OLD WHEEL

THOS. H. B. VARNEY, ..... RAMBLER BICLORAMA  
MARKET, TENTH AND STEVENSON STS.

terms. The advertising should be as good as the wheel; its merits and good points should stick out of the advertising and capture the readers' confidence. If I should go to buy a wheel, I'll bet Mr. Varney would do his best to convince me that his is the best there is; his advertising doesn't do that.

### Of General Interest

A simple contrivance to take the place of a pin in temporarily fastening sheets of paper is found in the clinch pin fastener, and I believe this useful little article is found only at McNutt, Kahns & Co's.

\* \* \* \*

Among other things worthy of mention which the AD BOOK has been in receipt of this month is a neat and convenient tablet for stenographers' use, from the Philadelphia Typewriter Exchange, Philadelphia.

It consists of a plain cloth-covered board frame with metal guides. The pad is reversible, and the frame, having a support at the back, making it a great improvement over the ordinary shorthand tablet.

\* \* \* \*

Abrahamson's Bookkeeping Chart, which the author claims fully illustrates the method of opening, keeping, and closing any set of books kept by double entry appears in the form of a large sheet. Beginners will doubtless find it convenient and self-explanatory. Published by the author, Camden, N. J.

\* \* \* \*

Notions, ideas, inventions, and labor saving devices for the office will receive mention in this department without cost. We want to hear about everything that assists the business man in the daily routine office work.

### A Unique Ad

O. W. Baujan & Co., of Beardstown, Ill., were advertised in a unique way in the Christmas number of the News of that city. A page of miscellaneous reading matter was made up and stereotyped. Then the plate was mortised in diamond shape, the points of the diamond reaching to within two inches of the top and bottom of the page. The ad of Baujan & Co. was set to fill this mortised diamond and was printed in red, while the fragmentary reading matter and its many illustrations were printed in black. The effect was rather startling. The mortise was made without regard to how it cut into the reading matter and illustrations, the result being that diagonal portions of the articles and pictures on the page were cut away to make room for the ad. At first glance it looked as if a diamond of white paper containing the red ad had been pasted on a page of reading matter after the the paper had been printed.—Brains.

### Ideas for Ads

No corn manufactory in ours.

This is a tailor made ad; warranted to fit the goods.

Buy our waterproof shoes or buy medicine—the shoes are cheapest.

Costs nothing to see them—but little to own them.

Touch a man's heart through his cigar; sentiment and fragrance meet.

Our shoes may wear out, but they won't wear you out.

The progressive advertiser studies type—its one of the tools he works with, and he wants to know all its possibilities. The Inland Printer, of Chicago, is a monthly exposition of the best there is in typography, besides containing much other valuable information for the advertiser. \$2 a year, 20 cents a copy. Wm. E. Loy, 54 Commercial St., is the San Francisco agent.

An exchange notes that an editor from the "corn fed section" asks for the lowest tenders to supply him with a sack of flour, one pair of trousers and a hat. He says that is the course pursued by merchants when they want a dollars' worth of printing.

The Klondike border is a new creation of the type founder; it is a strong, commanding border, and is frequently seen in ads of merit and distinction. By the way, it could appropriately be called the "icicle border."

<p><b>Allen's Press Clipping Bureau</b></p>	<p>Dealers in all kinds of <b>Newspaper Information</b> Advance reports on a 1 contract work. Main Office 510 M'tgomery Street. <b>SAN FRANCISCO</b></p>
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## Practical Instances

It's sad but true that about nine people out of ten consider advertising as funny-business—smartness—freakishness.

I had a pointed case come up the other day.

On the car I saw a gentleman I had met once before. He knew I was interested in advertising and no sooner was I seated than he said:

"Oh, I've got a tip top ad here; the best I ever saw."

He handed me a small folder. At the top of each page was a verse of "smutty" poetry. I guess the poetry was all that had interested him. As I looked it over he chuckled and rubbed his hands with satisfaction. I handed it back to him and asked where it came from.

"Well," he said, "it was given to me—let's see," and he turned to the name, "The — Insulator Co. Don't know them—never heard of them. Their number is — First street, guess you could get one there."

This illustrates my point exactly.

Here this young man had the best ad he ever saw, yet he didn't know what it advertised.

I dare say hundreds of people were tickled to death with this folder and declared it a howling good ad—and I am willing to bet half my head it never sold ten cents worth o' insulators and never will.

People who want insulators don't want vulgar poetry and people who want vulgar poetry haven't much use for insulators.

Better keep 'em separate.

The sooner advertisers learn to "turn down" all smart-aleck advertising schemes and stick to legitimate mediums and good sound business sense, the sooner they'll get the good of their advertising appropriations.

\* \* \* \*

I think most stores make right the

wrongs that are bound to crop up, even in well-regulated businesses.

But do they do it as they should—cheerfully?

I think not.

I think the manager is apt to argue the point till he knocks all the good out of the act when he finally does settle the complaint. This makes the customer feel that the redress gained came from the argument, not from the good intentions of the store.

This is all wrong.

How much better to right wrongs as though it were a great pleasure.

Get all the good out of it you can.

And you can get more than you think.

\* \* \* \*

I recently noticed an ad of Majestic Steel Ranges and it started off with something about "thought" and "action" and how they worked together and so on; little or nothing about steel ranges.

The fellow who wrote that ad didn't know his business—or else he worked under somebody's thumb (one is about as bad as the other).

I can't think of a single article that has as many talking points sticking out of it as Majestic Steel Ranges.

I had occasion to call at the repository of the Majestic Range Co. not long ago, and the manager in showing me around for a few minutes uncovered enough facts of interest to fill a book.

First he opened an oven door with a slam that would have smashed an ordinary stove into smithereens. Break? Not a bit of it—steel! Then he took a lid and hammered it on an anvil. Break? I guess not! Unbreakable, absolutely! He also explained that they were tempered in such a manner that the hottest fire would not effect them—and lots of other good things that stove-waners would be glad to know.

\* \* \* \*

What a "ground plan" for the adwriter!

Why anybody with all these facts at hand would write a lot of rot about "thought" and "action" I can't understand.

The gist of it: Advertising "thought" and "action" won't sell Steel Ranges.

The advertiser who wants to sell something had better say something about what he has got to sell.

\* \* \* \*

Merchants make a big mistake to advertise a thing, and then, when it is called for, try and force something else on the customer. Clerks should keep posted on the ads, and when an advertised article is asked for it should be shown as though it were the only thing in the store. This makes the customer feel good and go away happy—a walking ad, a talking ad, for you.

If goods are good enough to advertise they are good enough to show.

\* \* \* \*

So few stores live up to their ads.

For a long while Roos Bros. advertised "Our competitors—the high class tailors." While they were running this line in their ads I happened in there one day and spoke to the floor-walker about a coat I had bought of them—the lining in the front was all wrinkled out of shape. What do you think he said? This: "Oh, that's nothing. Any tailor can fix it for you."

And this right in the face of "Our competitors—the high-class tailors."

Gentlemen, if you can't get your store up to your advertising, better lower your advertising to fit the store.

J. FRANK MULLEN

Make business come to you. If trade is dull, just double-shot your advertising guns, and fire a broadside of bargains into the public eye.—Boot and Shoe Recorder.

## 1000 and Over

According to Printers' Ink the following list contains the names of all California dailies having an average circulation of 1000 or more. When a paper refuses to publish its actual circulation, Printers' Ink has given an estimated circulation, "from the best information obtainable." Of course some of these figures are disputed; some are hotly disputed. For example, the Enquirer people of Oakland assert that "the actual circulation of the Daily Enquirer is 2000 greater than that of all other Oakland dailies combined." Yet Printers' Ink says the Enquirer has only 5210 circulation, while the Oakland Tribune is credited with 8896.

Of course the Ad Book is not responsible for these figures and they are printed as a matter of news. If any paper objects to these ratings, the Ad Book will cheerfully publish anything relevant; and if any journal has been omitted that should be included the Ad Book will be pleased to note the fact:

Examiner, San Francisco.....	78,027
Call, " " .....	51,684
Chronicle, " " est. exceeding.....	40,000
Bulletin, " " .....	20,745
Times, Los Angeles .....	18,091
Report, San Francisco, est. exceeding.....	17,500
Post, " " .....	16,758
Tribune, Oakland.....	8,896
Herald, Los Angeles, est. exceeding.....	7,500
Mercury, San Jose, " " .....	7,500
Bee, Sacramento.....	6,680
Enquirer, Oakland.....	5,210
Republican, Fresno, est. exceeding.....	4,000
Express, Los Angeles, " " .....	4,000
Record, " " " " .....	4,000
Times, Oakland " " .....	4,000
Record-Union, Sacramento " .....	4,000
La Voce del Popolo, San Francisco, est. exceeding	4,000
Herald, San Jose, est. exceeding .....	4,000
Union, San Diego, " " .....	4,000
Tribune, San Diego, " " .....	3,649
Tageblatt, San Francisco.....	3,592
Mail, Stockton.....	3,390
Independent, Stockton.....	3,120
Expositor, Fresno.....	2,881
Democrat, San Francisco, est. exceeding.....	2,250
Sun, San Diego.....	1,700
Transcript, Nevada City.....	1,462
Times, Eureka.....	1,400
Independent, Santa Barbara.....	1,020
Enterprise, Riverside.....	1,018
Press, " .....	1,008
Times-Index, San Bernardino, est. exceeding...	1,000
Vidette, San Diego, " " .....	1,000
L' Italia, San Francisco, " " .....	1,000
Morning Press, Santa Barbara, " " .....	1,000
Record, Stockton, " " .....	1,000

**PATRICK & CO.**  
**RUBBER STAMPS**

STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

## Advertising in Season and Out

(Extracts from Fowler's Publicity.)

Do not stop advertising as soon as Christmas trade stops. Many goods are sold after the holidays, and many people wait until the holidays are over.

When one sees men build gigantic plants and make millions of profit, all the while advertising, never letting their names drop from sight during seasons of selling and seasons of quiet, he may feel convinced that the advertising that pays is the advertising that lasts, or that the advertising that lasts is the advertising that pays.

Many an advertiser has considered the advisability of discontinuing his advertising during the dull season, but when he confronts the fact that the successful advertiser does not do so, he accepts accepted principles and keeps on advertising.

The advertiser who advertises part of the time may make money. The advertiser who advertises all of the time generally makes money all of the time.

When times are dull advertising pays, because although there may be little buying there is little advertising, and the man who advertises is more conspicuous; he stands more in a class by himself, and draws from those who do not advertise the business they might keep if they did advertise.

It is profitable to profit by the unprofitable actions of others.

People are buying all the time; and because they are buying, even though they may not buy as readily, they are more likely to buy of the man who advertises than of the man who does not.

In dull times the progressive business man arranges his counters more attractively, piles his goods higher than usual, decorates his windows, burns more gas, brushes up everything, puts a new coat of paint on the outside, and a smile on the inside, diffuses his enthusiasm into every

## HORSES, DOGS GUNS AND RODS

On these and kindred subjects the leading authority is

## The Breeder and Sportsman

It has double the circulation of all other similar journals published in California.

WM. G. LAYNG, Publisher

313 Bush Street

San Francisco



## UNDER THE DOOR

in a sealed envelope—that is the way I distribute circulars, booklets, cards, etc. . . .

I cover San Francisco, Oakland, Alameda and Berkeley. . . .

If you have advertising matter to distribute I want to hear from you.

WM. M. WEIL,

106 Pine St., San Francisco.

Telephone, Main 678.

clerk, advertises more extensively, and gets the bulk of the business.

In dull times people select the articles—and continue to think about them—which they propose to purchase when times are good, and the progressive advertiser reaches the thinking public and places it in a frame of mind to do future business with him.

During the dull season when every one feels depressed, and money is scarce or appears to be so, the people hail with delight the store that has the brightness of prosperity surrounding it, the store where the clerks seem filled with the fire of enthusiasm, and where things appear to be moving even though they may not be selling.

The breezy, bright, progressive advertisement shines with added lustre when there are fewer advertisements, and when those which do exist reflect the dullness of their writers.

In dull times everybody is looking for the man who is doing well, giving him the preference and buying of him.

Take up the six leading general publications of any country when times are good, and note the advertisers and the space they use. Compare these conditions with the same pages when times are dull, and one will find that the great advertiser whose name is a household word everywhere is using just as large a space, and that the cutting is in the absence of the advertisements of the small advertisers, and those of doubtful reputation and questionable profits.

Men of success know more about making success than men of failure, and when these men of profit advertise as extensively when times are dull as when times are good, the blind man of business, even though a fool, cannot help feeling, if he cannot see, the tremendous, irresistible, overpowering argument in favor of progressive, extensive, bright, and continuous dull time advertising.

[Copyright, 1897, by Nath'l C. Fowler, Jr.]

## Red 54

is our telephone number.

Try us for

## Photo-Engravings Illustrations Designs

We can illustrate your booklet, circular, catalogue or ad—our work bristles with satisfaction.

**A. R. KUMMER & CO.**

419 Front Street, San Francisco

## PRINTING

*up  
to  
date*

...For years we have studied and made persistent efforts to advance the tone of printing in this city. We have kept posted on all innovations in type and ideas, and today,

having the most complete printing office on the Pacific Coast, are prepared to maintain our supremacy. Let us know you want something and we'll show you what we can do and have done.

**Upton  
Bros.**

*Producers of  
high grade  
effects*

409 MARKET ST.

Telephone  
Main 5003

### Stray Thoughts

According to Fame the trading stamp schemes need only a little time to come to an untimely end. Note this comment:

"A Washington court seems to have taken a somewhat narrow view of the trading stamp business. It is not a gift enterprise. The company sells the merchant an interest partial, but tangible—in certain articles of value, which interest is transferred to the merchant's purchasers, further subdivided, but still tangible. In our opinion, however, the scheme is likely to die out without legislative throttling. It is a most expensive form of advertising."

It might be a stroke of genius for country editors to send for a copy of the circular referred to in the following extract from the Country Editor:

"The most interesting 'duns' sent out to delinquents are those which come from the brain of A. P. Riddle, of the Minneapolis, Kansas, Messenger. It is almost worth being in debt to Bro. Riddle to get one of his cunning circulars."

Whenever the San Francisco and Pacific Druggist becomes enthused it turns loose this paragraph:

"Are you on the seat? Don't hang on the rear of the chariot of progress and be yanked along with chance of the tail-board giving away. Get on the seat with the driver; and set the pace for everything with which you are connected."

In climbing up to the seat of the chariot of progress a good publication devoted to advertising will be absolutely necessary. Don't all subscribe at once, please.

Printers' Ink puts it as follows:

"The best advertiser is not the man who spends the most money, but the man who secures the most attention and interest for the money he expends."

There is  
Only One

## COUNTRY EDITOR

It is published in Columbia, Missouri, monthly. Fifty cents a year, single copies six cents. It believes a country newspaper is better than a gold mine, and tells how it can be made so. Edited by Walter Williams. Published by E. W. Stephens.

### Another Wonder

In Upton Bros. press rooms in this city there is in operation a curious piece of mechanism known as the Harris Automatic Card and Envelope Press. This machine occupies a space 3 ft. x 5 ft. and prints envelopes or cards at the rate of 14,000 per hour. It will register to a fraction, and the presswork is perfect. When once adjusted, it is entirely automatic and will continue printing until the feed hopper is empty. The machine is built on new principles, and will print from stereotypes or from type. The Government printing office at Washington contains two machines, which recently ran night and day for three months each at a speed of 10,500 per hour.

### What Ink Can Do

Red and green ink produce the striking effect seen on the last page of the cover of the AD BOOK; on the first page of cover a light green tint is used in addition. It is but fair to state that all the ink used in the AD BOOK from the first issue has been supplied by the California Ink Co.

Missouri has a printing office mounted on wheels, which travels among towns and villages which have no local printing shops.

Somebody has coined the word "advertect." It is defined as meaning "a builder of advertisements."

Catalogues a Specialty ❀ ❀ ❀

---


**BROWN, MEESE  
& CRADDOCK**

---

**PRINTERS**

---





419 Sacramento  
Street

Telephone Main 530

## Jubilee Editions

It is to be expected that the daily papers will issue special editions on every and all occasions—it is their business. And the recent special editions of the local press were highly creditable. Below are a few notices of Jubilee editions issued by journals that do not have the special edition habit. If there are any other editions by journals of this class we have not seen them.

### Mining and Scientific Press:

The Golden Jubilee edition of the Mining and Scientific Press fully carries out the promises of the publishers. Its attractive features commence with the handsome cover design in three colors, and they continue until the end. The history of mining in this State is exhaustively treated, and a wealth of illustrations depict early scenes and methods. One is struck with the vast amount of business carried in the Mining and Scientific Press. The manager, Mr. J. F. Halloran, does not believe in one-time insertions, and the advertisements in the Press represent substantial contracts. This journal is popular with advertisers, and there must be a good, substantial basis for this popularity—it is quite possible that an ad in the Mining and Scientific Press sells goods.

### The Wave.

The Jubilee number of the Wave shows a strong cover design in which green and gold predominate; the contents are mainly illustrations showing persons and places as they appeared in the pioneer days. Two pages are devoted to pictures illustrating San Francisco in the fifties. The letter press is appropriate, and a considerable space is devoted to illustrating the pioneers.

### Mining and Electrical Review.

The January number of the Mining and Electrical Review contains timely historical notes, a valuable article on "Alaska and Its Gold Fields," a table showing the mineral products of California from 1888 to 1896, sketches, etc. The prospective Alaskan tourist will find many items of interest in the Review, and all interested in mines will find it a valuable number.

### Mountain Democrat.

Truly, all typographical virtue does not reside in metropolitan abodes; we know that quite a chunk finds a home in Placer-ville, El Dorado county. The Mountain



**California  
Type  
Foundry**

**ELECTROTYPING  
AND . . .  
STEREOTYPING**

**510 Clay Street**



**Make  
Your  
Windows**

attractive;  
make them profitable;  
make them sell goods.

All this if I furnish you



**ATTRACTIVE  
PRICE  
CARDS**

Every card designed by me is a  
profitable salesman.

**EDW. A. COHEN**

**850 Market Street**

**Cor. Stockton**

**Room 14**

Democrat issued a souvenir edition of the fiftieth anniversary of the discovery of gold in this State, and the efforts of the publishers are to be commended. Foreman H. H. Walling of the Democrat is responsible for the symmetrical and artistic arrangements of illustrations, etc., and the paper

is a good example of what enterprise and brains can accomplish in places where we do not expect typographical excellence. Possibly a little more ambition infused into many country journals would produce results both gratifying to the advertisers and equally gratifying to the business management.

80

PRINTERS' INK.

## THE FAR WEST.



San Francisco,  
San Francisco,  
San Francisco,  
Los Angeles,  
Sacramento,  
Sacramento,  
San Jose,  
Oakland,  
Portland,  
Seattle,  
Seattle,  
Spokane,  
Anaconda,  
Butte,  
Helena,  
Denver,  
Denver,  
Denver,  
Salt Lake City,  
Salt Lake City,

California,  
California,  
California,  
California,  
California,  
California,  
California,  
Oregon,  
Washington,  
Washington,  
Washington,  
Montana,  
Montana,  
Montana,  
Colorado,  
Colorado,  
Colorado,  
Colorado,  
Utah,  
Utah,

**Examiner**  
Chronicle  
Call < Bulletin  
> Times  
Bee  
Record-Union  
Mercury  
Tribune  
**Oregonian**  
Post-Intelligencer  
Times  
Spokesman-Review  
Standard  
Miner  
Independent  
Rocky Mountain News  
Republican  
Post  
Times  
Tribune  
Deseret News

The man who would advertise to reach the people of the Far West will get more for his money if he will spend it all with these papers than he will by dividing it up, giving these a portion and another portion to other papers. The advertiser can never reach everybody. He should content himself by addressing the most people he can of the best sort for the money he has at command. There are other good papers in the Far West besides those here named, but those mentioned above are the best.

This is not a paid advertisement, but represents the opinion of the editor of PRINTER'S INK.

*With the correction marked, the above represents the opinion of the editor of the Ad Book also.*

IF YOU...  
WISH TO

## Advertise

In newspapers anywhere at  
anytime, call on or write to

**E. C. Dake's Advertising Agency**  
64 and 65 Merchants' Exchange,  
'Phone Main 1063. **SAN FRANCISCO**

**PHILLIPS BROTHERS** 'Phone Main 164.  
505 Clay Street

## BOOK BINDERS

Paper Rulers and Blank  
Book Manufacturers.... **San Francisco**

*"It has prospered and grown, and its  
Publishers merit the success achieved."  
—Fourth Estate.*

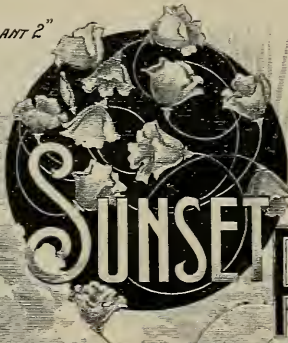
# 10c

In coin or stamps will secure  
you a trial trip of **BUSINESS**  
—the popular Canadian office  
paper devoted to advertising  
methods and business man-  
agement—for a term of three  
months, including the handsome Anniversary issue.  
**BUSINESS** is edited by the advertising manager  
and writer of Canada's leading departmental store.

**THE J. S. ROBERTSON CO.**  
86 Bay Street **Toronto, Canada**

TELEPHONE "GRANT 2"

DESIGNING  
ENGRAVING  
PHOTOGRAPHY



## PHOTO-ENGRAVING CO.

131 POST ST.  
SAN FRANCISCO

THE MODERN HIGH ART ILLUSTRATORS

OF THE

PACIFIC COAST.



GUTH

FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

PHONE MAIN 5303

Union PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

*The Circulation of*

# The Bulletin.

Insures Business for the Advertisers

IT IS A HOME PAPER

IT IS A CLEAN SHEET

IT IS A LIVE JOURNAL

Prints everthing  
that ought  
to be printed

R. A. CROTHERS,  
PUBLISHER

Telephone, Main 926

Office, 233 Kearny Street  
SAN FRANCISCO

# The Bare Truth about a California Production



BULL

Union Photo Engr. Co. S.F.

SAN FRANCISCO

FEBRUARY, 1898

# The Ad Book

A Monthly Exposition of  
Modern Advertising



LEADING ARTICLES

Editorial Comment  
Hasty and Wasteful Advertising  
Johnston's Criticisms  
Street Car Advertising  
"Listed, Protected and Renewed"  
Some Good Advertisements

FRED'K VAIL OWEN, Editor

PUBLISHED BY  
**THE AD BOOK PRESS**  
1405 CALL BUILDING

SUBSCRIPTION PRICE, \$1.00 A YEAR



Whose benefit are you in business for; your own, or your favorite printer's?

If for his, don't let us estimate.

"Ad Book" cover sample of our work.

Printing Shop of  
The E. D. TAYLOR CO.  
23 Stevenson St.  
San Francisco  
Telephone, Green 481

## Can Booklets Sell Goods?

Yes, if the paper is new,  
stylish, artistic, pleasing.  
Our Sterling Deckle Edge,  
in three shades, is all this  
and more.

If it's Paper, we have it.

Have you our new Sample Book  
of ruled and flat Papers? Inval-  
uable in a printing office. 25c in  
stamps. or free with an order.

## BONESTELL & CO.

401-403 Sansome St.

Tel. Main 133

San Francisco

A.T. DEWEY, Manager.

**DEWEY**

**F** **ENGRAVING CO.**

HALF-TONE AND  
PHOTO-RELIEF ETCHING  
220 MARKET ST.  
San Francisco, Cal.

DESIGNING ·  
GENERAL ENGRAVING ·

\*Phone Red 81

Established 1877



Send for Samples.  
Estimates and Prices for  
Half-Tones, Zincographs and Wood Cuts.



# The Ad Book

A Monthly Exposition of  
Modern Advertising

VOLUME II

SAN FRANCISCO, FEBRUARY, 1898

NUMBER 2

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES:

On cover, \$50 a page; \$25 a half, \$13 a quarter.

Inside pages, \$25; half page, \$13; quarter page, \$7.

Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FRED'K VAIL OWEN

A glove man told me that he had been waiting to see something about glove advertising in the AD BOOK. He will see it in the next issue. If you want to see any particular class of advertising criticised, write me about it. Suggestions are always welcome. I want to help every advertiser, so write me your wants.



Mr. J. Frank Mullen, advertiser for the California Furniture Co. and the Sterling Furniture Company, has been obliged to give up his position and seek health in a more congenial clime, with less exacting duties. He now resides at Rocklin, Cal. Mr. Mullen's work has been reproduced and frequently commented on in the AD BOOK, and he has been a frequent contributor to its columns. I have no hesitancy in saying that I believe he has done about the best furniture advertising in America, and his

personality has made him friends who will wish to see him fully regain his health and return to his post to give us all encouragement to do better work.



The mission of the AD BOOK is to teach the art of advertising; to show that advertising is essential to business success; to show how a merchant can use his advertising space so that it will earn money for him. The merchant who does not advertise or does not believe in advertising has something to learn.

It is no uncommon thing to hear a merchant say, "I never advertise." This admission means that for some reason or other, this merchant has neglected one very important branch of his business.

The AD BOOK stands for progress; it stands for more and better advertising; for an intelligent and systematic use of good black ink; for new methods, thoughts, ideas; for enlarged views and for a general advance all along the line.



OVERMAN WHEEL COMPANY, {  
Victor Bicycles. }

EDITOR THE AD BOOK:

I beg to enclose the within samples of our advertising (local) and would be pleased to have you comment thereon through your columns.

The AD BOOK is the most creditable publication of its sort, west of New York, in my estimation, and I trust it is meeting with the support it deserves.

I have thought each issue so good that I have mailed

them all to Eastern business friends interested in such work.

With the limited styles of type as found in the average country newspaper office, and the difficulty in getting the composition and display I would prefer, I find it no small task to present as creditable advertising as I would like.

Very truly yours,

P. H. BERNAYS,  
Local Manager.

Good advertising is no small task, no matter who does it, or under what conditions. It is hard work, constant study, close application and tireless energy, not to say adaption to the business, that makes a man a good advertiser. The theory that "anybody can write advertisements" is responsible for many advertising failures.

As to Mr. Bernays' difficulties, they are common to every advertiser, but easily overcome. I don't know of a country paper

fining himself to one or two styles of type, with not more than one line displayed. Let him select the type himself, from the columns of the paper it is to go in, and he will find no difficulty in getting the display he ought to have, though possibly not what he has heretofore preferred.

For instance:

## Best Results

can be obtained by using the best athletic goods. Improvements suggested by champions in each line of out-door and in-door sport have brought Victor Athletic Goods to that perfection which makes "Victors of Victor's Patrons." Reliable retailers sell them.

The '97 Victor Foot Ball Guide free upon application.

OVERMAN WHEEL CO., Makers  
309 Larkin St., San Francisco



THE SENTINEL,  
Printing and Publishing  
LODI, CAL., Feb. 13, 1898. }

Editor AD BOOK:

May I encroach on your valuable time with some ads for criticism? I send several, some of which are my own, both by right of composition and setting. Please tell just what you think of the lot. All are from The Sentinel. The full page ad I set entirely new and different each week as the two enclosed will show.

Yours very truly,

MATT HAMILTON, JR.



### THE BEST RESULTS

Can only be obtained when Reliable Up-to Date Athletic Goods are used

### VICTOR ATHLETIC GOODS

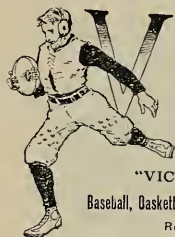
Present improvements suggested by Champions in each line of

OUT-DOOR AND IN-DOOR SPORT

The '97 Victor Football Guide—just from the press, free upon application, or by mail.

RELIABLE RETAILERS SELL VICTOR GOODS

OVERMAN WHEEL CO., MAKERS  
309 Larkin St., San Francisco



### VICTOR ATHLETIC GOODS

Afford Players every element of Success

In Style, Quality, and Playable Excellence—The Best

The Victor line of Football Goods for 1897 should be seen and tested by every man awake to his own possibilities

"VICTOR GOODS FOR VICTORS"

Baseball, Basketball, Tennis, Gymnasium, and Field Sports Supplies

Reliable Dealers carry Victor Goods

OVERMAN WHEEL CO., MAKERS

FOOTBALL RULES OF 1897—ATHLETIC CATALOG—FREE

309 LARKIN ST., SAN FRANCISCO

that hasn't type enough to set up good advertisements. No great variety of type is necessary. The best advertisement there is, or can be, is set in one style of type; the next best, in two styles; and, when three or four styles are used, nobody can make a good ad of it. Therefore, let Mr. Bernays rewrite these advertisements, con-

The full page ad is a little above the average ad of that size in country papers. Still it is nothing remarkable. It is too large to reproduce. The bicycle ad has good matter enough in it for several. The heading would be all right if it was prominent enough. Headings are for arresting attention and leading the reader into the body of the ad. They must be bold in wording and display to do that. I have shown how a part of the matter in this ad could be made more effective, without getting very far away from the original.

The candy kitchen ad has too many headings; and, like the bicycle ad, has material in it for two. I have rewritten it, leaving out the pop corn, which I would write a second ad upon.

The shoemaker's reader is on the lines we see frequently in country papers. I believe it does not impress the reader as an ad should. At any rate I see no merit in

### GOOD WHEELS

for bicycle riders. *Not* old worn out plugs that would disgrace you, but solid, substantial, rideable. You can't afford to be on foot any longer. Save a horse's keep, exercise a few of those muscles.

#### \$10 and Up

That's cheaper than walking. Ever think of the amount of labor it takes to carry you about? A wheel will take you fast and easy. Come around and see what we offer at different prices. We sell only the best makes. Of course, the \$10 ones are not new,—but *see* what we have — *you* judge.

LILLIE BROS., LODI.  
Bicycle Department.

As it was.

advertising that you are too busy to write an advertisement. Just advertise that you are busy, like to be busy, mean to be busy, and want more work so you can be busy.

### A CANDY KITCHEN

is a place where they make candy, make it just as it is needed, so as to have fresh stock always on hand.

#### FRESH CANDY

is much better than stale candy. You can convince yourself by buying your candy at

DEAVER'S CANDY KITCHEN.

We have the latest in

Pop Corn Candy.

As it was.

And say it yourself; every advertisement should appear as the work of the advertiser. If someone else writes the ads don't let the ads tell of it.

## Ten Dollars for a Wheel

That's cheaper than walking. Ever think how much easier and faster wheeling is than walking? Walking's work; riding's fun. Of course our \$10 wheels are not new—but see them, then judge.

Others, best makes, right prices.

As it might be.

I have done what Mr. Hamilton asked; told just what I think of the lot. And now I may say that his ads are better than three-fourths that are in the country papers, and

A rush of work makes tradesmen happy. Louis Horn, the pioneer shoemaker, has been so rushed with work this week that he has not had time to write his usual "ad." He has been forced to engage another shoemaker to keep up with his work. Shop opposite Smith Bros.' meat market.

if he keeps on, he will make the Sentinel's advertising columns attractive and profitable.



I get a good many letters from people everywhere, not intended for publication, but which are worth reading. Here is one that I am going to print, omitting the writer's name.

THE DAILY X ——— X ———

X ———, Cal., Feb. 12, '98.

MR. FRED'K VAIL OWEN,

San Francisco.

DEAR SIR:

This is Sunday night and all is very quiet around the print-shop. It is these times that I love to come in and sit down to my desk and draw out schemes or lay out a course of work for the coming week.

It is very a difficult matter for you city critics to thoroughly understand our "rustic" conditions. Country people need lots of looking after. You must handle them like eggs. Their life, as a general thing in this section, is one of daily toil and little remuneration. They are raised in poverty, and never know the comforts or realize the position of cultured and refined people. They are good and honest folks but cannot approve of high-toned folks, or their ways of living. One lady told me to-day that when she expected a good country trade, she never cleaned up her store, but left it looking as untidy as her esthetic taste would allow. She said it paid her. If the country folks found the store well decorated and tastily arranged, they felt uncomfortable, and not at ease. Their environments are entirely different and they cannot stand a sudden change. I know a boy here in town who is well-to-do. He went to San Francisco and stopped at the Baldwin, and was so ill at ease, that he did not enjoy his trip. Next time he went there he stopped at the Golden West, and was well pleased with his choice. He told me he felt uncomfortable in such a high-toned place as the Baldwin.

## Um! That's Good!

Fresh candy, every day, from our candy kitchen. Not stale candy, days old, from some where you don't know about. Fresh, pure, sweet, good, at

DEAVERS

As it might be.

There is a decided inclination towards the ordinary here. I think ads that will catch the better element will not reach these people at all. You must bring the ads down to the people.

The AD BOOK reached me yesterday morning. The cover is quite unique, and a big improvement on the December cover. I think the contents were very good too; more of the kind of reading that the interested like. What is your space worth? I forget. A friend of mine who is going into the advertising distributing business was talking with me today. I advised him to take space in the AD BOOK and Printers' Ink.

Have been taking the Chicago Tribune. The ads are fine ones. I fell in love with Carson, Pirie, Scott & Cos.' ads. They are beauties and should draw lots of business. Why don't you put a price on Fuller's Desk? I am interested in desks, and was disappointed in not seeing a price in the ad. When I don't see prices, I am afraid the firm advertising it is afraid their competitors will undersell them, and I want to call on the other fellow and see. I think if I was going to purchase a desk on the advertisements, I would get a Weber desk. I know when I read his ads just what I can do.

Respectfully,  
X. X. X——,  
Business Mgr.

An Error Corrected

THE EVENING EXPRESS  
"Because it Gives Today's News Today"  
LOS ANGELES, CAL., Feb. 23, 1898. }

Editor AD Book:  
We note that you quote approvingly Printers' Ink page of newspapers necessary to reach the people of the West. In that list you include eight newspapers within 100 miles of the Golden Gate, and only one for all the balance of the state. South of Fresno there is a population of more than 300,000, and the single Los Angeles newspaper you quote cannot possibly reach all the people who are worth talking to.  
The Evening Express is the oldest newspaper in Southern California. Its management changed in March last, and it is now an entirely different news-

paper. It takes the full Associated Press Dispatches and prints a clean, wholesome family paper. On September 1st, its price was reduced to 2 cents a copy and as a result its circulation has very largely increased. I enclose you sworn statement of its circulation and will add that our books are always open for any interested person. This invitation is continually made to our advertisers and is frequently accepted by them. We believe you are disposed to treat the Press of Southern California fairly, and merely call your attention to a change in newspaper conditions in Southern California of which you were probably not aware.

Respectfully,  
FRED L. ALLES,  
Bus. Manager.

The AD BOOK stands corrected; those 300,000 people shall be accorded proper representation. A paper that printed an average of 8,595 copies for the past three months is entitled to an advertiser's consideration.

The Proper Idea

L. LEVINGSTON  
Printer  
530 Commercial St.  
S. F.  
Editor AD Book:  
I send you the enclosed ad merely to show that some of the merchants in far-off Honolulu have the proper idea of the value of newspaper space.  
Yours truly,  
L. LEVINGSTON  
The AD BOOK would be pleased to receive good advertisements for reproduction, and hopes readers will follow Mr. Levingston's example.

COMMERCIAL ADVERTISER: HONOLULU, JANUARY

EAGLE SHIRTS

1898

THE KASH

9 HOTELS

SOLE DISTRIBUTORS

SIGNALING FOR 1898.

That our code, you may read at sight.  
A story told in black and white  
No glass required to aid the view,  
Fabrics right and colors true

\*\*\*  
COLORS.  
All colors come from the sun  
We have all colors under the sun

\*\*\*  
CLOTHS.  
Madras, Oxford, Botany, Madras.  
Every weave that is produced by the loom.

\*\*\*  
NOTE THIS!  
We have done no experimenting at the expense of the Customer.  
All our Goods are first class, and class first in style and quality.

The Kash

Ten Dollars!

Only ten dollars for 1000 handsome booklets — the kind you get in the mail sometimes. You have wondered where you could get some as attractive. I can tell you all about them—make a specialty of artistic booklets.

"The best investment I ever made." You will say the same.

F. H. Abbott, Printer

Telephone Main 1299 316 Battery St., San Francisco



# Johnston's Criticisms

*It will be gratifying if the efforts here set forth and advertisers in improving their ads, thereby getting better results.*

Some one has said that the regularly appearing ads of old established houses will be read and bring results it makes no difference how bad looking the ads may be.

So far so good.

An old decrepit building bearing the sign of some ancient house may still draw the old customers who are yet alive.

Such a place needs no modern ideas in fixtures or advertising.

But how about the new people constantly coming to town or getting married or beginning life; do they seek the old fellow?

If you don't get a new customer every now and then you'll dry up.

The world changes just as surely as it revolves and we must all change with it or fall off.

Those who advertise attractively stand a far better chance of getting the new people than those whose ads are unattractive.

They may also catch a customer occasionally from the fellow who doesn't advertise.

Better not run the risks of not advertising and of poor advertising.

Best, biggest, finest, greatest, loveliest, most wonderful, grandest, etc., etc.

Why is nothing ever offered for sale except the best? Is it true that all the ordinary and medium grades are sold at regular prices and only the top grades are cut in prices?

Apropos of this the card of F. Thomas Cleaning Works, in the street cars is an agreeable change.

It reads "Fair prices for good work, not cheap prices."

A year or so ago an ad reading some thing like this ran in all the papers:

A druggist on 'Broadway' has a sign in his window reading

**'We give what you ask for  
We do not substitute'**

The ad bore no signature.

It had an aim but no name.

Considerable guessing followed its appearance as readers wondered who paid for it and why it was inserted.

A writer in an advertising paper who claimed to have authority wrote that it was paid for by one or more big patent medicine houses who did not want folks to take druggist's substitute.

Did it pay?

Ads are now running, in the papers, telling us that alum in baking powder isn't good for the stomach, and that clay is put in baking powder cans to fill up.

These ads bear no signature.

We in the advertising business know whose ads they are, a thousand people in San Francisco and Alameda counties may know whose ads they are and what the advertiser is driving at. But you cannot advertise for the one in 500. You must strike a popular chord and not reach over the heads of the masses.

Tell your story as nearly complete as possible, do not leave anything to be guessed or surmised.

A complete story in each issue is better than a serial story for the great majority.

SAM P. JOHNSTON

# ALAMEDA COUNTY

The merchants of Berkeley, Oakland and Alameda often complain that large quantities of local trade go to San Francisco. This is because the San Francisco merchants advertise. "But we sell as cheaply as the San Francisco dealers," says the Alameda county man. Why not advertise this fact? If you have bargains advertise them; give prices. A bargain in Berkeley is just as attractive as a bargain in San Francisco.

Below are listed the leading journals in Alameda county. This is one of the most populous and wealthy counties in the State, and is a fertile field for all classes of advertisers. The local journals are enterprising and newsy, and a liberal patronage extended to these journals will bring gratifying results to the advertisers.

## BERKELEY

The University City of California; 14,000 inhabitants.

For the **BEST RESULTS**  
Advertise in the

**Berkeley Daily Gazette**

Advertising Rates on application

BERKELEY, CAL.

**Evening World**

The Leading Paper of the University Town  
F. MARQUAND, Manager      Ads bring returns

City  
Official  
Paper

## OAKLAND

The Athens of the Pacific; population, 60,000.

**Oakland Tribune**

"Best paper in Oakland"—*Printers' Ink*

**The Enquirer**

is the *family paper* of Oakland.  
It is the paper in Alameda County.  
Its circulation is 2,000 greater than that  
of *all* other Oakland dailies.  
Advertisers always obtain good results  
from the Enquirer.

OAKLAND ENQUIRER PUB. CO. - Oakland, Cal.

## ALAMEDA

One of the most beautiful residence cities in the Union; the home of wealth and refinement. Population, 16,000.

Oldest and Best  
Paper in Alameda

**The Daily Encinal**

G. F. WEEKS, Editor

# SANTA CLARA COUNTY

## SAN JOSE

Known as the Garden Spot of California; population, including suburbs, 30,000; twenty-three daily trains to San Francisco; the trading center of one of the most populous districts of the State. Its three daily papers give a metropolitan service, and are classed with the leading journals of the west.

It's a Family paper.

**The Herald**

ALL THAT'S FIT TO READ

A Live Paper  
and talks to  
the Live People

of Santa Clara Valley

**The Evening News**

GOES TO THE HOMES

The Leading Journal  
between  
San Francisco and Los Angeles

**THE MERCURY**

EVERY DAY  
IN THE YEAR

## “Listed, Protected and Renewed”

In former years when the billposter of a town was often the mayor, there existed in the mind of the advertiser much uncertainty as to whether his paper would be all posted. He trusted solely to the billposter's word, the latter putting up enough paper to make a showing and doubtless “ditching” the remainder.

In those days the side of a barn, possibly one hundred yards from the thoroughfare, was considered an ideal location. Low fences, stumps and rocks all bore evidences of the paste and brush.

As soon as the paper was posted Mr. Billposter considered his work done, whether the paper stayed up or not. When the first one-night show came along, the commercial paper was “knocked out,” and the advertiser was minus his showing. What could he do? The billposter would say that theatres have preference and that he supposed everybody knew that when paper was given him for posting.

Today, how different!

The billposter pays attention to his boards, and, unlike his grandfather of past years, solicits business, not waiting for things to come his way. When he gets the paper, he looks after it, posts it on a good substantial fence, built solely for that purpose, furnishes his advertiser with a list locating each poster, guarantees its standing for thirty or sixty days, as agreed upon, the guarantee being that if the paper be torn or covered a new poster of the same kind, replaces it, free of charge.

Thus we say, “listed, protected and renewed.” The advertiser can have confidence in the billposter, and it must be so, since we see paper billed for such well known articles as Johann Hoff's Malt Extract, General Arthur Cigar, Beeman's Gum, H-O, Pond's Extract, Aunt Jemima's Goods, Piper Heidsieck, Pears Soap and Quaker Oats.

R. C. AYRES

## Not an Unknown Quantity

The sworn detailed statement of the circulation of the San Francisco Bulletin shows an average daily circulation of 22,796 for the past three months. The average January circulation was 24,944.

675 Dundas St.,  
LONDON ONTARIO, CANADA,  
Feb. 8, 1898. }

The AD BOOK Press,  
San Francisco, Cal.

GENTLEMEN:

Herewith \$1 for which send me the AD BOOK for one year, beginning with the July, 1897, number, and very much oblige,

Yours truly,

J. H. Ryan

[We have frequent requests to date subscriptions from Vol. I, No. 1, and shall gladly do so as long as back numbers hold out. Subscribers or others having copies of August and December, 1897, which they do not wish to keep, will oblige us by sending them to this office.—Ed. AD BOOK.]

The Overland Monthly under its new editor, James Howard Bridge, has improved in every quality that goes to make a modern magazine. Its advertising pages look more prosperous, too.

## Classified Advertisements

*Advertisements under this head, two lines or more, without display, 10 cents a line.*

### WANTS

**B**ACK numbers of Printers Ink to exchange for back numbers of any other advertising publication. Address, Exchange, care AD BOOK.

**M**AGAZINES wanted. Send me a list of unbound magazines of 1894-5-6-7 you want to sell, and price asked. I. M. R., care AD BOOK.

**C**OPIES of August and December AD BOOK. Anyone not wishing to preserve their copies, will confer a great favor upon us by sending them to this office.

### FOR SALE

**A** BRAND new Neograph, the most perfect stencil duplicator; folio size; printing surface 11 x 16 inches. Will sell for 25 per cent. less than cost. AD BOOK Press.

**H**ALF Medium Universal Press for sale cheap. In perfect order, with steam fixtures, complete. Just the thing for some one wanting to print a small paper. Daily Encinal, Alameda, Cal.

### ADVERTISEMENT WRITERS

**A**NY business anywhere can be profitably advertised. The question is, how?

Finding out how, and then doing it, is my occupation. I make advertising pay.

FRED'K VAIL OWEN, Rooms 1403-4-5, Call Building, San Francisco. Telephone, Main 5589.

**P**LANs, estimates, writing and illustrating. Curtis-Newhall Advertising Company. Best equipped newspaper and magazine agents on the Pacific Coast. 345, 347, 349 Wilcox Building, Los Angeles.



The most notable card that is in the street cars at present is that of the Sunset Limited; and for three years the Sunset Limited has had the most notable local advertising in the street cars.

It began by arousing curiosity and inquiry with plain cards of double size with nothing on them but the line "November Seventh" in large plain letters. Then follow other cards with simply "Mondays and Thursdays" on them. The public was mystified and impatient to learn what was coming next. Conductors and gripmen were besieged with questions as to the meaning of the cards. As none of them knew, none could tell.

When public curiosity had been sufficiently aroused, the real advertisement appeared, in the shape of a beautiful card in three colors, showing the sumptuous "Sunset Limited" flying over the world, its gleaming headlight piercing the blue adjacence of Boston.

I guess everybody who was in San Francisco two years ago remembers that card. It was the most striking and effective advertisement of the year, and was thought so much of by the railroad people that its counterpart, showing the train coming west, was used to advertise the train in Eastern street car systems.

The past season a change in the route of the Sunset Limited to Chicago via St. Louis, was made, and the new card here reproduced was preceded by plain cards announcing that fact.

There are three things about the advertising of the Sunset Limited that make it particularly good; first, they use a double card, which by its very size commands attention, and also affords sufficient room to make an attractive design. Second, the very best

talent is employed to get up original, strong designs that burn the advertisement into the minds of the reader. Third, the reading matter is extremely brief, so that one is not confused by needless details. Altogether the result is the very best of advertising. Perhaps this is told better in the fact that the company finds that it pays. No praise of mine is flattery beside that.

In the present card, I think there are two weak points though of minor importance when the rest of the card is so good. The line "Finest Train in the World" is weak; it means nothing; such statements, even when true, are never believed, because they are so frequently made of articles about which they are absolutely false. By not claiming so much, one may get credit for having even more than he has. "A Trainful of Comfort" or something on that order, would be far better.

The other point is in leaving off San Francisco; I think it should read "San Francisco to Chicago and St. Louis." It would still be brief enough, and it would tell the whole story.

The design is by the Sunset Photo Engraving Co., 131 Post street, who furnished the plates to the AD Book for reproduction, and may be taken as a fair sample of the kind of work they do for advertisers.

### "Made in America"

There are few people who are not familiar with the sentence, "Made in Germany;" it is almost a household word in America, but how would "Made in America" strike some of your customers? When making a display of domestic goods put these three words on the price sign.—Exchange.

Messrs. Newman & Levinson of this city, have had



# UNSET LIMITED

## ST. LOUIS (CHICAGO

### ANNEX NEW ORLEANS

on display recently, goods of American manufacture, with window cards attached reading as follows, "Latest American Products;" "American Novelties and American Manufacture;" "From America's Best Silk Mills," etc.

By the way, it may be said that Messrs. Newman & Levinson have been doing some very good newspaper advertising the past year, and their window displays have been unique and attractive.

A label printer tells me that a few years ago he printed millions of foreign labels for local manufacturers, but now he has practically no call for them. "America is good enough for us."

#### Advertising vs. Dividends

A tale adorned with a moral comes from the inner temple of a banking institution not a thousand miles from San Luis Obispo. The annual meeting of the stockholders was in session. There was considerable dissatisfaction expressed because the institution was not paying dividends to the holders of stock, and the officials were being catachised as to the whys and wherefores. It was suggested that perhaps the running expenses of the concern might be reduced. The president thought that the expenses were down to the lowest notch. "Why," said he, "all the other banks advertise, we don't spend a cent for advertising!"

"The other banks pay dividends," sarcastically remarked a stockholder, who was not favorably impressed with the president's economical methods. — San Luis Obispo Breeze.

The magazines of this country receive over \$3,000,000 annually for their advertising space.

The Oakland Enquirer has been printing articles on better advertising, and Mr. Hadley reports an increased interest in newspaper publicity. The results would be better if the articles were published in a separate department, and at regular intervals. Nearly all of the Alameda county papers have decided to hereafter devote a regular department to modern advertising. It's never too late to mend.

Travers & Leet of Oakland have ideas on advertising. Their card in the local trains is attractive enough to sell goods, and their latest hit is a competitive contest for amateur photographers. They have two large windows on Broadway filled with a display of amateur work, and expressions of admiration and praise are freely bestowed by the passers by. This is a good ad, as a card announces that Travers & Leet father the display.

On an Oakland dead wall can be seen two twenty foot posters side by side, the legends being as follows:

What happened  
to Jones

One day of Salvation  
led by Gen. Booth

The posters are both gorgeous in gay pigments and the salvation poster excels in multiplicity of colors. It strikes one that the Salvation folks have become worldly wise and are advertising a religious meeting in the same fashion that is used in heralding "The Girl from Paris." If advertising will sell buckwheat why may it not bring souls to salvation?

## Hasty and Wasteful Advertising

Sometime ago I saw in this paper an article entitled, "Advertise." This article I am glad to say was taken from another paper — did not represent the opinion of the editor or of any contributor.

The gist of it was: "If you want to get rich, don't stop to think about it, but just jump in and advertise." This was somewhat qualified by the statement that it was not the intention to advise an advertiser to "rush in where angels feared to tread," but rather to caution him against procrastination. But the spirit in which the article was written was a recommendation of haste, which I think dangerous, equally to the advertiser and to the advertising business.

Between the two mistakes, — namely, of not advertising at all (when advertising would help) and advertising in haste — the first is the least serious. The worst of it is: the business man who does not advertise when he ought to loses an opportunity; someone gets in ahead of him.

General Forrester, a Confederate General, did not know much about spelling or books, but he was a remarkably able officer. When asked his idea of successful war tactics, he replied: "Git thar fust with the most men, and then git the bulge. A good ginral with the rite sort of men orter win evry time under them condishuns."

Sapolio has the advantage over all other scouring soaps because it "got thar fust."

It will be very hard for any scouring soap to get a strong hold on the market because of the very strong prevailing impression that Sapolio is the scouring soap of America, if not of the world.

Besides, Mr. Business-man, your competitor by getting there first, when there is very little competition, may accumulate so much capital and build up a business of so large a volume that his expenses will be much less than yours; and this will enable him to compete so strongly with you at any

one point, or at all points, possibly, as to drive you out of the business.

But, as for letting opportunities slip, one should remember that there are probably a hundred opportunities of failing to every opportunity of success; and so, considering the frailty of human judgment, it is not the most serious mistake to wait for indications of success before investing money in a venture, concerning which so little is known as is known about advertising.

But this risk of loss is far less than the risk you would run if you should rush to the other extreme of deciding hastily.

The author of the article to which I refer begins in this way: "The way to resume is to resume' Horace Greeley is said to have exclaimed in discussing a noted issue \* \* \* The way to advertise is to advertise." (The way to swim is to swim — if you know how. If you don't know how, jump in anyway, and maybe you'll be an angel.) He then says: "Now is the time to advertise; don't stop to think about it — ask somebody who knows; he has done all the necessary thinking," etc.

That's right, ask somebody else; but don't go by what he says. I know of few men whose judgment on advertising policy is better than the judgment of a good business man.

If you are a good business man get all the facts together that can possibly bear on your question, and go by your judgment. If you are not a good business man you had better steer clear of advertising which is a great risk. It takes a good pilot to steer through a narrow channel, and if you are not a good pilot you had better stick to the open water and pass by such harbors as are difficult of approach, no matter how inviting they may seem.

"But," the advertising man may object, "we advertising men are skilled pilots." I don't know about that. Some of the most

foolish and wild recommendations I have ever heard have emanated from advertising men. The sin of the advertising business is recklessness and excessive faith in advertising.

Another thing—which, so far as I have observed, is common to all businesses—is lying: there are liars in all businesses, and especially (I think I had better say), in the advertising business.

If therefore you do not trust your own judgment, steer clear of advertising and of advertising men. If however you have good judgment, use it on your man: Is he a careful talker? Does he tell the truth? Will he bear investigation? Are his facts facts? Or are they poetry and lies? Can you leave things to him, or have you got to take your time away from the rest of your business and spend it on advertising, to which you cannot afford to give the attention it deserves?

Then look and see whether all the facts are favorable to success—not only the facts as he knows them but the facts as you know them—I mean the facts of your business. Yes, go even farther than that; inquire of some one who is more in touch than you are with the people whom you wish to reach, what the facts seem to him to be.

Here are some of the points to consider:

Are your goods such that people would ask for them?—I mean are they so attractive that people will go out of their way to inquire for them? To illustrate: A prominent dry goods merchant of New York once said: "Women care more for dry goods than for their souls." So you see dry goods is a good thing to advertise, but a good thing not to advertise is, for example, tombstones—that is, not in a very public way, because, Mr. Business-man, you and your wife and your friends don't care anything about tombstones. If a tombstone were marked down from \$10 to \$5, or to \$3, or \$1, it would not interest you unless you were in the business; but if a yard of

silk were marked down to 25c and the fact were made known, that silk would be gobbled up very soon indeed.

Then, are your goods of such quality or cheapness or both as to be asked for a second time? For with very few exceptions, a single sale made to individuals does not pay for the effort of making the sale.

Then consider whether there are enough people who want your article to make it worth while for you to pay for the advertising necessary to get them. Take again the same example of tombstones and dry goods. Everybody wants a tombstone, presumably, but the chances are that when one of his family dies he will be in another city. But women buy silks and dress goods two or three times a year, and when they want them they want them quick.

Then, assuming that you are a wholesaler or a manufacturer, and have to depend on the coöperation of other wholesalers or of retailers, or both, ask yourself whether you can count upon their support, or if there is any way to procure and keep it. If not, your advertising must create a demand of enormous strength or you will fail. It is much better—both for advertising men (if they only knew it) and for advertisers—to consider this matter beforehand rather than afterwards.

And then you must make up your mind how much you can afford to risk in advertising. When that amount is settled upon, I would advise you to spend about half that amount, hoping that the half will accomplish the result desired. The chances are that you will have to put the second half on top of the first half, because the value of advertising is so greatly overestimated. Don't start in at a faster rate than you can keep up for some time, if it should be necessary. Advertising is sometimes a 100-yard dash, sometimes a mile race—and you can't always tell beforehand which it is going to be.

What is the value of advertising.

What is advertising for? It is to turn

attention—favorable attention—towards your goods. If your proposition is so charming as to immediately make a buyer of a reader you are very fortunate indeed—you are one of a thousand—which you must not count upon.

You probably won't get such results. You will do well if you put the reader in such a frame of mind (after seeing a few months or even a year of your advertising) that, when he is at the druggist's or the grocer's or other retail merchant's who sells your goods, he will ask for the goods in such a way as to show the merchant that he "would like to have them." You should not count upon any more forcible results of advertising than this, but, unless you have, or can secure, the coöperation of the retail merchant and his clerks, you will probably lose your battle and the money it has taken you years to accumulate.

Although the principle laid down in the last paragraph may be applied to all kinds of advertisers—except fakers who are an exception to every rule—this article is addressed particularly to retailers because the most wasteful advertising that I have ever seen is done by retailers.

Wasteful in this way. The advertisements, which are supposed to declare the policy of the store say one thing, and the clerks say another.

I used to do the advertising for a large clothing firm in New York. They had three stores; one down town in the local business region, the best clothing location, I believe, in New York; one in the wholesale dry goods district—a fair location; one in upper Broadway in the theatre region—good for boys' clothing and sporting men's goods, but not so good for men's clothing.

The advertisements (published every day) used to say, "Your money back if you want it. Bring on your complaints. If anything didn't fit or didn't satisfy yesterday, last week, last month, or last year, bring it back and let us make it right." The manager of the down-town store which had

the best location used to "see how much he could save the firm" when anybody complained. He would tell customers that the goods were all right; that they didn't know what they were talking about, and his clerks did about the same.

If a customer's coat didn't fit, the fault was due to the customer—he should have been a more particular buyer. The manager did not think of this: the retail seller always knows more about the goods than the retail buyer. It is the duty of the seller to use his knowledge for the advantage of the buyer; and the seller who does not do this, will do one of two things: he will make the customer's loss good or he will lose his customer.

At the middle store—the one that had fair opportunity—complaints were listened to politely and amends were made after "due investigation."

The third store was in charge of a man who was in thorough sympathy with the policy of the firm and with the advertising which represented the policy of the firm. When anybody complained the first thing this manager did was to pay back the customers's money, then listened to the complaint—no that isn't quite it; but that is the way it seemed because it was done so quickly and agreeably. It seemed extravagant; but it was cheap because it made good use of the large amount of money that was spent in advertising.

As a whole, the business moved ahead. The down-town store which had the best opportunity grew slowly, if at all. The middle store which operated at great expense, but which had only fair opportunity, did very well in consideration of that. The up-town store was a wonder. It moved ahead with a steady and rapid stride due to nothing else than to its good management.

If a store advertises that customers are as welcome to look as to buy, and then the clerks pester every visitor to death until he has "got out," then the advertising of

the store is wasted — so far as that statement is concerned.

Yes, it is worse than wasted because if one statement that Messrs. Jones & Co. make is untrue, it casts a feeling of distrust over other statements made by that firm.

When you advertise a certain article, that advertisement should be posted up and the article should be conspicuously displayed. Every clerk must be made to read the advertisements, in order that when a customer comes for an article he may immediately lay his hands upon it, or in order that he may live up to the advertisement whatever it says. And whatever the advertisement says should also be said by the windows — said or implied. If the advertisements are stately, the windows should also be stately. If the advertisement is plain and decent, the signs should also be plain and decent.

When advertising clothing, I once made the mistake of quoting the price of an article at \$3 instead of \$3.50. Some customers were driven out of the store because a clerk insisted that the article was \$3.50. But it had been advertised at \$3 and so it should have been sold, and so it was sold by those clerks who understood it. For 50c a customer was lost — it may have cost \$25 to get that customer — maybe a \$100, and his trade may have been worth \$300 a year.

The object of this article is to warn business men against the dangers of advertising. I believe very fully in the advantages that good advertising can bring to a good business if backed up with proper management. But I think it is a great mistake for advertising men to speak about advertising as if it were a magic road to fairy land, and as if it were something like sacrilege to apply to it the touch-stone of common sense; and it is my opinion that a man who has earned enough money to spend in advertising would be apt to have as good judgment on the subject as most advertising men. I think that he should not go into

advertising unless his business judgment confirms his wish to go ahead in this manner.

Once having begun to advertise he should watch everything connected with the advertising as closely as he watches the state of the market in which his material is purchased.

The sum of it all is: look before you leap and keep looking until you are safe, and then keep looking lest the ground sink from beneath your feet.

JOHN O. POWERS

A wise advertiser is known by the mediums he discards as well as by the mediums he uses.

If a man thinks his goods are not worth advertising how can he expect anybody to think they are worth buying.

The truth itself is not believed  
From one who often has deceived.

The above quotation may not be elegant, but it is apt. An advertiser who allows himself to deceive the public once, finds it hard ever afterward to gain the public's confidence.

# Printing

the kind that pays.  
Why not have it?  
Printing is an investment — get the best.

**The Geo. L. Claussenius Co.**

**523 MARKET ST.**

Phone  
Red 1653

**SAN FRANCISCO**

# SOME GOOD ADVERTISEMENTS

Below are reproduced some good advertisements, selected from various sources. Contributions for reproduction are solicited.

Jeweller — *Anaconda Standard*

## Don't Have the Time Knocked Out of Your Watch

Take it where you can rely on the skillful, painstaking care that costs a trifle more, but in the end proves the cheapest. Past experience points to J. H. Leyson's, 221 N. Main St. Butte, as the Proper Place for Dependable Watch Repairing.

Cigars — *Sacramento Bee*

## All Smokers Agree

in speaking in the highest terms of the delicate flavor and fine aroma of the El Principe de Gales All Havana Cigar. All cigar dealers. Mebius & Drescher, Distributors, Sacramento, California.

Drug Store

## Looking for a Brush?

Not with Spain—but a serviceable, every-day hair brush, tooth brush or clothes brush. We have just what you want and are waiting for you. Blanks & Co.

Druggist — *San Jose News*

## Twelve Headaches

They can be cured for Twenty-five cents by Basney's "A B C" Headache and Neuralgia Checker. Efficacious in every instance. Why do you suffer when a cure is at hand? J. G. Munson.

Transfer Co. — *San Jose News*

## Will Haul Anything

Wagons of the Garden City Transfer Company are at every train and our agents will take your checks on the depot platform. You can order by telephone People's 147, 417; Sunset 147. Pianos, freight or furniture moved. T. L. Kirkpatrick, prop.

Pictures — *San Jose News*

## To Beautify the Home

Nothing adds greater charm than pictures. The many handsome designs of mouldings at Jarman's have been marked down in order to reduce the immense stock. Wall paper from 5 cents up. Mirrors, artist's materials, etc. Jarman's.

Furniture — *Oakland Enquirer*

## For the Little Ones

A comfortable chair for the children is the most acceptable present. Whoever has seen a little girl rocking like mamma in her little rocker and does not believe that a little chair will make a child supremely happy? We have them at the trifling cost of 35c and upward. Walter Meese.

Furniture — *Vallejo Chronicle*

## ONE-THIRD of your life is spent in bed; why not have a good mattress?

W. R. Lain, Georgia Street.

Bakery — *Oakland Tribune*

## Pure Materials Only

are used in the manufacture of the famous Kimball Cracker, and all the other crackers made by the Oakland Baking Co.

Street Work — *Oakland Tribune*

Are you a property owner? Interested in street work? Heard of the Williams' Paving Blocks? Office 10th St., bet. Broadway and Washington.

Stationery — *Sacramento Bee*

## Fits Any Telephone

The Tatum Telephone Tablet fits the battery box of any telephone; "no nails nor screws," and yet gives a firm rest for the hand. Roll of paper, with 500 6-inch leaves with each tablet. Price complete, ready for use, \$1.50. "See them on exhibition in the store."

Wire Desk Trays — single, double and triple — with rubber feet; will not mar desk; 50c, \$1.00 and \$1.50. W. F. Purnell, the Busy Bookseller and Stationer, 610 J Street.

Livery Stable — *Redding Free Press*

## Horses' Home

The old pioneer stable is that of E. A. Reid, on the corner of Tehama and California Streets. A large and roomy barn; plenty of corral room. good feed and especial care given to every horse. Well painted and easy riding rigs, with good and reliable roadsters. E. A. Reid, Prop., Redding, Cal.

Hardware — *Redding Free Press*

## A Good Stove Will Save

many a hard-worked woman more work. Come in and see our big assortment of kitchen and parlor Stoves. We have a few especially fine Ranges that cannot be excelled anywhere. The prices are low; that is, they are reasonable. We expect to make a small profit — that's all. Redding Hardware Co., Market St.

Shoes

## Our Name is Good

on the business end of a check — anybody in this town will take it the same as cash. That name is behind our guarantee that our \$3 Shoe gives you more for your money than any other in town. Come and see it. Byrne Bro's.

Barber

## What's in a Shave?

There's a great deal in how you're shaved. If someone gets hold of you, who does not understand his work you will undoubtedly agree with us. Our customers come back. Why? Because we understand our work and endeavor to please everybody alike, from the small boy to the aged. Try us for a haircut, shave or shampoo. Melsaac & Arbing, The Correct Tonsorial Artists, around Stevenson's Corner.

Bicycles

## Avoid Frequent Repairs

If you have an accident and have to take your wheel to a repairer be sure that the work is done so thoroughly that it will not have to be done over again — Best way to be sure is — go to Jenney's, largest shop, best facilities, most experienced workmen.

Newspaper — *Berkeley World*

## Freakish Rate Cards

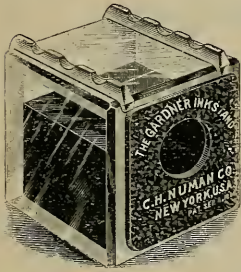
Are those of papers with small circulation — the price for space in such papers is 10 cents or \$10 an inch, according to how "they" size you up. The Berkeley Evening World has a flat rate of space paid by all advertisers alike — Jones pays the same price Smith does for space in THE WORLD.

## In the Counting Room

In this department will be published notices of meritorious labor-saving devices and inventions for office use. Appropriate items are solicited from dealers and manufacturers.

An AD Book representative happened into Brown & Power's store, on California Street, the other day, and was very much interested in Kosby's continual ledger; it is claimed to be the most important invention of the century so far as bookkeepers are concerned. The leaves are easily changeable, and the ledger is perpetual. Messrs. Brown & Power will be pleased to show this ledger to any one interested.

The ink stand question furnishes a fertile field for inventors, and innumerable ink holding devices are in the market. In the Gardiner inkstand is found one of the best non-evaporating and dust proof stands offered for public favor. Whether full or partially full the pen always dips into the same amount of ink, and on filling will last from six to nine months. The Gardiner stand is made for practical use in the office and it meets all the requirements of business life. The price ranges from 60 cents to \$1.25. H. S. Crocker Co., 215 Bush St.



The desk of the busy man has room for the Perfection Calendar. This is  $3\frac{1}{4} \times 4$  inches, and is a daily memorandum calendar. It is arranged like the improved files, so that each day the leaf for the preceeding day is turned back, but is not torn off. Each page shows the current monthly calendar in full; the day of the week, month and year; also the number of days remaining in the year; the space for memorandum notes is ample, and the leaf for any day in the past can be instantly brought to view. Without doubt the Perfection Calendar is one of the most useful office helps that is now offered for consideration of the busy man; nickel, copper or Japan finish. \$1.00. H. S. Crocker Co., San Francisco.

The addressograph is an effective apparatus for addressing envelopes, circulars, wrappers, or postal cards. It works from rubber type, and the office boy can address 2,000 per hour. If a firm has a large standing mailing list the addressograph will prove more valuable than a miniature Klondike. W. D. Mc-



**PATRICK & CO.**  
RUBBER STAMPS.  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.



Catalogues  
A Specialty

# Printers

419  
Sacramento St.

Brown, Meese  
& Craddock

Arthur, 210 California street, is the coast agent, and he will be pleased to talk addressograph into your listening ear.

Hill's Roller-Top, Separate-Leaf Note Book is designed for business and professional men. By a simple arrangement all leaves containing dead memoranda can be instantly removed and new leaves inserted. It is made in different sizes, and each book is conveniently divided into "cash accounts," "addresses," "reference lists," etc. Salesroom, 632 Market street.

### The Prior Automatic Photo-Scale

A scale for quickly and accurately determining proportions in process engraving will be readily appreciated by engravers, printers and publishers.

Such a scale has been devised by Mr. A. M. Prior of Boston, Mass., and has met with a ready sale among the makers and users of process plates in the East.

The Photo-Scale consists of a rectangular sheet of transparent celluloid, 10x18 inches, upon which is printed the measuring scale. Attached to one corner of the scale is a transparent rule, so arranged as to be free to move over the surface of the scale and capable of being placed at any desired angle.

By placing the transparent scale directly upon a photograph or other design, the exact proportions of any desired reduction are at once shown, and the number of square inches in the reduced cut indicated.

The scale also shows the amount that must be sacrificed from a photograph to produce a cut of a specified size.

It is particularly useful where a number of photographs of various sizes are to be reduced to a common size or to fit a certain measure.

The combination of the transparent scale and the pivoted diagonal line makes the scale a most practical article, and we predict for it a ready sale when its merits are fully understood.

Descriptive circulars will be mailed to any address upon application to Mr. Prior at 117 Franklin street, Boston, Mass.

### Show a Picture

Show a picture of the article you sell when you can. Try to show a pretty picture. There is nothing like an object lesson in advertising. People get ideas through their eyes that they can get in no other way.

Men and women are grown up children. When they hear the story and the argument they want to see the picture, too; they want to see how it looks, then they know it's so.—Printer's Ink.

IF YOU...  
WISH TO

## Advertise

In newspapers anywhere at  
anytime, call on or write to

### E. C. Dake's Advertising Agency

64 and 65 Merchants' Exchange,  
'Phone Main 1063. **SAN FRANCISCO**

**PHILLIPS  
BROTHERS**

'Phone Main 164.  
505 Clay Street

### BOOK BINDERS

Paper Rulers and Blank  
Book Manufacturers.... **San Francisco**

*"It has prospered and grown, and its  
Publishers merit the success achieved."  
—Fourth Estate.*

# 10c

In coin or stamps will secure you a trial trip of **BUSINESS**—the popular Canadian office paper devoted to advertising methods and business management—for a term of three months, including the handsome Anniversary issue. **BUSINESS** is edited by the advertising manager and writer of Canada's leading departmental store

**THE J. S. ROBERTSON CO.**  
86 Bay Street Toronto, Canada

TELEPHONE "GRANT 2"

DESIGNING  
ENGRAVING  
PHOTOGRAPHY



## PHOTO-ENGRAVING

C.

131 POST ST.  
SAN FRANCISCO

# Yes!

I furnish Sketches,  
Designs and Illustrations  
for all purposes—  
Signs, Posters, Catalogues,  
Booklets, Cards,  
Letter Heads;  
Everything from a  
Price Card to a  
100-foot Poster.

Ideas on Application. Call and See Samples.

**EDW. A. COHEN**

850 Market St.  
Corner Stockton Room 14

## Red "Five" "Four"

is our telephone number.  
Try us for all kinds of

### Photo-Engravings

We illustrate booklets,  
circulars, catalogues, ads,  
everything, satisfactorily  
and promptly.

## A. KUMMER & CO.

419 Front Street, San Francisco

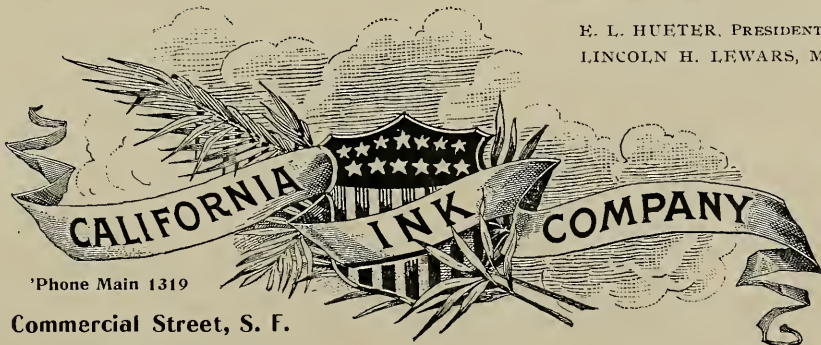
TELEPHONE NO 95

(OMMERCIAL BANK & INSURANCE WORK  
A SPECIALTY

# FALLOWAY Lithographing Co.

DESIGNERS ENGRAVERS  
LABEL & COLOR PRINTERS

418 422 COMMERCIAL ST  
SAN FRANCISCO



E. L. HUETER, PRESIDENT  
LINCOLN H. LEWARS, MANAGER

'Phone Main 1319

413 Commercial Street, S. F.

FINE LITHOGRAPHIC AND PRINTING INKS

# THE MODERN HIGH ART ILLUSTRATORS

OF THE

# PACIFIC COAST.



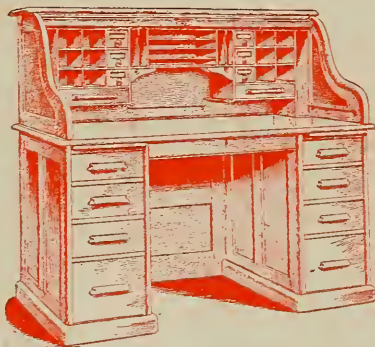
# GUTS

FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

PHONE MAIN 5303

*Union* PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

Show Me His Desk,  
And I will Judge Him.



If you sit at this Desk,  
The Judgment will be All Right.

**GEO. H. FULLER DESK CO.**

638-640 Mission St.

Tel. Main 1540

SAN FRANCISCO

## Your Circulars:

In the Gutter,  
Or Under the Door.  
Which would you have?

I deliver cards, circulars, etc.,  
in sealed envelopes; the  
United States mail is not more  
positive or accurate. San  
Francisco, Oakland, Alameda  
and Berkeley—100,000 homes.

**Wm. M. Weil** 106 Pine Street  
San Francisco

TELEPHONE MAIN 678

SAN FRANCISCO

MARCH, 1895

The .....  
**Ad  
Book**

A Monthly Exposition of  
Modern Advertising



PUBLISHED BY

**THE AD BOOK PRESS**

1405 CALL BUILDING



**WHAT'S IN IT**

Advertising on Blotters  
Blunderbuss Advertising  
Advertising California Wines  
Some Good Advertisements  
Johnston's Criticisms  
Street Car Advertising  
Retail Advertising  
Etc.

**FRED'K VAIL OWEN, Editor**

SUBSCRIPTION PRICE, \$1.00 A YEAR



An old axiom: "A short delay often has great advantages."

Takes only an hour to get our estimate. May save you many dollars. Costs nothing, at all events.

Printing Shop of  
THE E. D. TAYLOR CO.  
23 Stevenson St.  
San Francisco

Telephone Green 481

## Good Paper

Just a word or two about it. The Beechwood Mills make flat and ruled, handsorted, loft-dried paper at a very low price. Send for samples and quotations.

We supply the  
Ad Book paper

## Bonestell & Company

401-403 Sansome

Tel. Main 133

San Francisco

## Want a Clerk?

We furnish help for every business. For mercantile or office help we have clerks, drummers, salesmen, saleswomen, stenographers and messengers. Every applicant is an enrolled member of our association; good references and fees required for membership. Applicants furnished free of charge. Send for descriptive circular.

## Clerks' Exchange

**SHEPARD & SHEPARD**

Managers

313 Bush Street

Phone Main 5834

San Francisco, Cal.



# The Ad Book

A Monthly Exposition of  
Modern Advertising

VOLUME II

SAN FRANCISCO, MARCH, 1898

NUMBER 3

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES:

On cover, \$50 a page; \$25 a half, \$13 a quarter.  
Inside pages, \$25; half page, \$13; quarter page, \$7.  
Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD Book.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FRED'K VAIL OWEN

Blotters have been extensively used for advertising every conceivable business; and most of them make about the poorest advertising for the cost, one could imagine. What strikes me as appropriate and effective is the blotter Mr. W. T. Hess, a notary public, sent me.

There is n't much a notary can say — no, I am mistaken about that, there is, but so far as my observation extends, no notary has ever said it. Mr. Hess says nothing beyond giving his name, occupation and address, but he rivets attention to his business by simply stamping his notarial seal on one end of the blotter. The simplicity of the thing should be an object lesson to those advertisers who overload advertising with useless and ineffective matter. Mr. Hess tells his story with extreme briefness, but in a way to fasten it indelibly on the memory.

The "Advertising Specialist," the man who sits in his office and grinds out syndicate advertisements for retail dealers everywhere, that he promises will double the retailers profits in six months, is a nuisance, pure and simple.

Once in a while he does good work, just as once in a while a blunderbuss hits something.

Here is an ad that has all the earmarks of a blunderbuss advertising specialist's work:

## Frozen Pipes— No Water.

Burst pipe—too much water. With mercury playing such pranks, it is hard to tell when you may need the services of a good reliable plumber. Best to know where you can get one who can do the work reasonably.

Leave the bursted pipe to us—we'll do it all right. If you want any steam heating or gas fitting done, we'll give you an estimate, the reasonableness of which will surprise you.

**E. E. MORROW**  
404 Fourth Street  
Santa Rosa

Think of water pipes freezing and bursting in Santa Rosa! And think of a Santa Rosa dealer advertising such a thing!



I took particular pains a year ago to make personal inquiry among consumers and dealers in New York, Buffalo, Detroit, Chicago, and other Eastern cities, about the demand for California wines. Con-

sumers almost invariably told me that they preferred good California wine but doubted if they ever got any of local dealers, though a great deal was sold as such. I visited several dealers claiming to sell California wines, and came away convinced that the labels were fraudulent, and the contents of the bottles either doctored stuff or imported cheap French or Italian wines.

There is a little basement restaurant on Canal St. in New York, whose sole excuse for patronage, in my estimation, consists in serving a small bottle of California claret with a 25c lunch for 50c. Office men from Thomas St. and even as far down as Fulton and Dey Sts., go there because it is known as the place where genuine California wine is served, even though it is the cheapest California produces. I went there twice myself, with a dry-goods buyer who first told me of it, and I know that there are a dozen places in San Francisco where a better lunch is served for 25c.

I found a few places where California wines were sold; several agencies are established in New York, but little advertising is done.

There is a grand opening for some large California wine concern to advertise its products extensively, intelligently and persistently before fifty millions of American people.

A. REPSOLD & Co.,  
Shippers of California Wines.  
416 Pine St., San Francisco,  
March 23, 1898.

Editor AD BOOK:

With this mail we have forwarded to your address samples of our card advertising and would be pleased to have you criticise them through your columns.

Ever since the first issue of the AD BOOK we have taken a deep interest in the articles published therein and received many good suggestions. The samples submitted we consider results indirectly of the AD BOOK suggestions.

Very truly yours,

A. REPSOLD & Co.

Three cards 11x14, printed in plain black letters on golden yellow, very effective in design. Across the top is an engraved line, "Repsold Select Vintage."

Below, the reading matter here reproduced is set in old style type:

---

**An honor to the table  
A credit to the host  
A delight to the guest**

---

**Of all old wines  
Repsold's outshines  
When an epicure dines**

---

**Light, Delicate and dry  
or mellow, rich. Just try  
Our wines of grades so high**

---

The first one is the best of the three. The two that make an attempt at rhyme do not seem to me to be good advertising. Rhyme has its place in the world, but it seldom makes good advertising, because in nearly every case everything is sacrificed for the sake of the rhyme, which in itself has no advertising value.

Whatever one has to say in an advertisement, is best said in a straightforward way, without attempt at literary effort or artistic device.

We cannot make a modern application of "Good wine needs no bush." Good wine needs advertising, and good advertising. Repsold & Co. have the right idea, and a further extension of it should prove profitable.

"SENTINEL" OFFICE,  
Lodi, Cal, March 27, '98.

ED. AD BOOK:

DEAR SIR,—I send enclosed proof sheet of three of my ads for criticism. They are to run in the Lodi "Sentinel." Are they good, bad or indifferent?

Also, will you please tell me whether or not it is the prevailing custom to write out full copy for ads or not? For ads like enclosed I never do. I simply pick up a stick, go to the case and set them without a line of copy.

Yours very truly,

MATT. HAMILTON, JR.

The ads are good; nearly too good, I think. That is, they probably raise one's

expectations too high, and promise too much. Lodi must be a mighty good place to live in, if such representations of its local merchants do not overshoot the mark.

## "Looks exactly like him."

That's what they say of my photographs. Of course do make mistakes at times, but I always make amends. I've been in the business 20 years, keeping up with the new developments in my line and making use of all that's good, old and new. I have one of the finest studios in the interior to-day. My work and well-pleased patrons are the best evidences of my ability. Photos, all sizes, all styles, groups and singles. Will come to you if you can't visit the studio.

SPENCER, Lodi.

I trust I am mistaken and that the stores are as good as the advertising.

The display is excellent, the headings

## Rich, Juicy Steaks

—Ah, they're good. They're health and strength givers. Cook 'em right they're fit for a king. That's the kind we sell. No "tough as leather" meats in our shop. People want good, toothsome meat and we see that they *always* get it. We buy only the best beef cattle—won't take any other at any price. By giving the best obtainable we keep our old customers and constantly win new ones. Let us supply *you*—we supply the leading hotels and restaurants.

PIONEER MARKET.

SMITH BROS.

Telephone 63.

away above the average; the ads read well. They are like the ads of Mr. Hamilton's, criticised last month, though,—

material enough for two or three in every one.

Few advertisers have either the advantages Mr. Hamilton possesses of setting the type out of a case and getting the material out of his head, or the ability to do it. Most of us have to plod along with a

## I Make a



That will wear till you wonder if it's ever going to wear out. I do nothing but make and repair. I can make shoes with any shoemaker anywhere, hence I'm always kept busy. Let me make a pair of shoes to ease your sore, pinched and tired feet. I can do it. No poor, shoddy work done at *any* price—that would ruin any business. I would rather do you a good job for nothing than put on half soles that wouldn't last a month and charge half price for them because it didn't take long. The people's shoemaker,

ADAM BREHM

pencil and paper, and dig down deep into our wells of thought for the material.

Thus we prepare copy with closest attention to every minute detail, measuring the value of space and weighing the value of words, and tremblingly submit the result to the tender mercies of the printer. Most

adwriters make copy as nearly like they wish it to be appear in type as they are capable of doing. Some content themselves with sending written instructions with ordinary copy, but the completely designed copy generally secures best results. Advertisers have few such printer-friends as Mr. Hamilton. May his example stimulate the craft to rise to a long neglected opportunity. ❀ ❀ ❀

In the January issue some criticism was offered on advertising a competitor, using Messrs C. Westover & Co. of Oakland as a

## The Miller Derby.

SPRING 1898

The new shape for this Spring is particularly attractive. There is a noticeable air of refinement and grace about it. The "Miller" shows hat making in its highest development—quality, style, finish and trimmings.

**C. WESTOVER & CO.**

SOLE AGENTS,  
1118-24 Washington St.

convenient example. Recently the firm has commenced advertising themselves, as the sample here reproduced will show.

Their advertisements occupy only three inches space, but if they keep them up as good as they have begun, and change them every issue, it will prove profitable.



A new advertiser in the general field, is the Caloric Vita Oil Co. Dr. Smith's Vita Oil has been on the market nearly twenty years, and has received high endorsement

**Druggists' Profit 60%**

You want a Seller and a Profit Maker

**DR. SMITH'S VITA OIL**


sells:

there is demand for it, there is no substitute, and really no competing article, and it isn't "cut"

For KLONDIKE trade we are putting it in screw top cans to lessen breakage.

Retails for \$1.00. To druggists, \$7.50 a dozen, with discount in quantity lots.

**Caloric VITA OIL Co.**  
1533 Buchanan St.,  
San Francisco



from horsemen, athletes, and the general public. The Klondike excitement gave its sale a decided impetus, as it is especially valuable for frost bites, frozen limbs, chills, and cramps.

## An Artistic Booklet

A thousand of them for ten dollars! Nobody ever mailed a thousand pretty booklets without returns—nobody ever will. I can give you some information on the booklet question—would be pleased to do so.

**F. H. Abbott, Printer**

Telephone Main 1299

316 Battery St., San Francisco



# Johnston's Criticisms

*It will be gratifying if the efforts here set forth and advertisers in improving their ads, thereby getting better results.*

A merchant who spent large sums of money with the best papers in San Francisco during 1897 is not now advertising.

He says it doesn't pay.

He used big spaces two or three times a week, on the best papers.

He spent too much for the volume of business done.

It's easy to theorize as to what he should do; anybody can do that.

Below are reproduced four ads from four of the most successful houses in New York

city, to show how retailers advertise elsewhere; note the economical spaces used.

The ads are clipped from the New York Evening Post and below each is printed the exact space it occupied.

Note that all are single column, that the longest doesn't measure five inches, that only one or two items are quoted, that as few words as possible are used.

These houses have an advertisement in the papers every week day.

Sometimes they have several of these small ads in the same paper.

The ad of B. Altmann & Co. was at top of column along side and followed by reading matter, although it occupied only forty lines.

This quiet, dignified style of telling the news of your store is what wins the confidence of the people.

It isn't the big spaces, with so-called art borders and high-sounding words, that bring business.

It's the opposite.

If the papers would encourage the advertisers to use small space every day and assist them in every way to make their ads attractive the merchants would find advertising did pay and would be regular patrons.

It's short-sighted business for newspapers to take occasional ads of half pages or any other splurge.

Such expenditure kills the goose that lays the golden eggs.

The steadily dropping water wears away the stone and not the shower that lasts a few minutes.

Here is how two shoe dealers and one furniture dealer lost customers:

A man went into a shoe store on Kearny

*Friday and Saturday.*

*Men's Mocha Gloves,*  
—grey and tan,—

**\$1.00**

per pair.

*Neckwear,*

—light and dark colors—  
Shapes: Ascot, Imperial, Puff,  
Teck and Four-in-Hand,

**50 cts.**

**Lord & Taylor.**

Broadway & 20th St.

4½ inches

**Umbrellas.**

1000 Black Silk Twill Umbrellas,—26 and 28 inch.  
Imported natural wood and silver trimmed handles,  
**\$1.85 & \$2.25 each;**  
Value \$3.00 and \$3.75.

**James McCreery & Co.,**  
Twenty-third Street.

2½ inches

**THE MARVEX.**

A New Kid Glove, will be placed on sale shortly, of which due notice will be given.

**B. Altmann & Co.**

2¾ inches

**Stern Bros**

will place on sale  
Friday

An Importation of  
Scotch Madras  
**Suitings**  
and Printed  
**French Organdies**  
in new designs and effects

\*And in addition  
will offer

**8500 Yds.**

**Lace Striped**

**Printed**

**Batistes**

30 inches wide, in  
exclusive patterns,

**12¢** yd

**West 23d St.**

4¾ inches

street and bought a pair of slippers for his wife and paid cash \$4.50.

He took the slippers home only to find they did not fit and upon returning them to the store told the merchant the circumstances explaining that his wife was ill and could not come herself.

Asked for his money back and was told he could not get it—that their books were kept in such a way that they could not refund money.

He got a credit memorandum which was duly redeemed a few months later.

That was the last time that man or his wife ever entered that store although they have bought shoes on Kearny street for six years since.

A lady bought a pair of leggings in a shoe store on Third street and found after going home that she could not wear them.

They were not what she asked for in the first place.

She returned them and was told that they might be able to get what she wanted and would deliver them the next day.

She asked the salesman what if he could not get them and he said they would refund the money.

She proposed that he refund the money then and if he succeeded in finding the leggings to send C. O. D., as she did not want to make a third trip to collect her dollar.

He failed to see it in that light and referred it to the manager who also refused to refund the money until after considerable unpleasant argument had ensued.

She had bought many a pair of shoes there and had referred her acquaintances there, but that piece of smallness lost her trade and good will forever.

And now about the furniture man.

A gentleman and his wife, about to go to housekeeping started out to purchase furniture.

They visited a store on Market street

where they found things satisfactory but thought before deciding they would visit another store to see if they could find anything they liked better.

In the second store they happened to mention having been next door to look at some furniture when the salesman made slurring remarks about the competitor just mentioned saying he was small potatoes compared with them.

The lady remarked to her husband that she preferred something seen next door and they returned to the store first visited and bought a large bill.

These stories point their own moral.

Merchants who do business thus may succeed in a small way but they never grow and never make much money.

Be liberal.

Do unto others as you would have others do unto you.

Don't be close and mean and small and narrow minded with customers.

It does n't pay.

Exercise your powers of grinding fine, when buying but pursue the opposite policy when selling.

And be sure never to mention a competitor disparagingly.

You'll never build yourself up by running others down.

SAM P. JOHNSTON.

## I make photographs

of machinery, furniture, stores  
—everything for commercial  
purposes—indoors and out; any  
time, anywhere.

**R. J. WATERS**

Commercial Photographer

110 Sutter Street

PHONE  
CLAY 912

## Observations

Imagine yourself the purchaser of an article, then write an ad telling why you bought it.

In figuring on your advertising appropriation, re-read the story of the hare and the tortoise, and apply it.

There is nothing like being pleasant with prospective customers, and making them comfortable. A Castro-street druggist displays this invitation: "Step inside and sit down while waiting for the car." A Powell-street shoemaker invites you to "come inside and read the morning paper while getting your shoes repaired."

Some time ago "Dead Stuck," an insect exterminator, was extensively advertised in San Francisco. But the trade was not visited, and stores neither had the goods nor knew where to get them. The advertising has quit, and probably the ranks of those who say advertising does n't pay have been swelled by another who neglected to follow up the advertising.

This is the cleanest, best and cheapest second-hand furniture store in the city. Goods as good as new. Sold at half down-town prices. Come in and be convinced.

All that for a sign in front of one of the dirtiest, most dingy-looking stores in the Mission. If the store bore out the statements on the sign, it would be a good advertisement. As it is, it only helps to emphasize the dirt.

Upon entering a barber shop the other day I saw but one man inside waiting for "next," so I concluded I was "next" after him. I was in a hurry, but concluded I could get shaved in time. My turn came, as I thought, and I seated myself in the chair, when a man who was standing in the doorway came running in saying he was "next." The barber said for me to get out of the chair, as the other fellow was first. I did so, but I will never go there again. The barber was in a delicate situation, but since the other man was not inside when I sat down I think I was entitled to that "next."

A barber can advertise even though he does not use "space."

An impolite clerk can drive away customers faster than hundreds of dollars of advertising can bring them in. Advertising and store management working harmoniously can reap a multitude of rewards.

The efforts of one working without the entire co-operation of the other, are lost. You cannot too carefully watch the inside of your store. No doubt you know how to treat customers to impress them

favorably, but many of your clerks don't. Watch them; see that they treat all customers as well as you would.

Don't let your clerks spread on the politeness too thick; show them how to regulate it.

If you cannot be at the door to bid a customer the day, have it understood by your clerks that they do it after waiting upon their respective customers.

Too much stress cannot be laid upon the subject of politeness, but much discretion must be used.

R. C. AYRES

## A Newspaper Change

Wm. G. Layng, who has successfully conducted the Breeder and Sportsman for several years, has sold the publication to Judson K. Moore, a man of both experience and capital, which he will use to extend the usefulness of his paper. Mr. Layng is retained as editor. The paper has already been enlarged, departments added, more illustrations used, and in every way improved. Mr. Layng's editorial ability will have a larger scope, unhampered by business details.

[Since the above was in type, Mr. Layng resigned, his position being filled by Mr. Joseph Cairn Simpson, an old newspaper man, and for some time a department editor on the Breeder and Sportsman.]

## Classified Advertisements

*Advertisements under this head, two lines or more, without display, 10 cents a line.*

### WANTS

**BACK** numbers of Printers Ink to exchange for back numbers of any other advertising publication. Address, Exchange, care AD BOOK.

**MAGAZINES** wanted. Send me a list of unbound magazines of 1894-5-6-7 you want to sell, and price asked. I. M. R., care AD BOOK.

**COPIES** of August and December AD BOOK. Anyone not wishing to preserve their copies, will confer a great favor upon us by sending them to this office.

### FOR SALE

**A BRAND** new Neograph, the most perfect stencil duplicator; folio size; printing surface 11 x 16 inches. Will sell for 25 per cent. less than cost. AD BOOK Press.

**HALF** Medium Universal Press for sale cheap. In perfect order, with steam fixtures, complete. Just the thing for some one wanting to print a small paper. Daily Encinal, Alameda, Cal.

### ADVERTISEMENT WRITERS

**ANY** business anywhere can be profitably advertised. The question is, how? Finding out how, and then doing it, is my occupation. I make advertising pay. FRED'K VAIL OWEN, Rooms 1403-4-5, Call Building, San Francisco. Telephone, Main 5589.

**PLANS**, estimates, writing and illustrating. Curtis-Newhall Advertising Company. Best equipped newspaper and magazine agents on the Pacific Coast. 43, 347, 349 Wilcox Building, Los Angeles.

# STREET CAR ADVERTISING

Hirsch & Kaiser's plain and unpretentious advertising had mention in a previous issue, but it will bear noticing again.

Here is a card that has every element of good advertising in it:

Do your glasses pinch? Step in and have them adjusted—no charge.

HIRSCH & KAISER,

7 Kearny St.

Opticians.

They run a series of cards, so you seldom see the same one twice in succession. This gives the effect of frequent changes.

Here are three more good ones

Skill—experience—patience. All these are requisite in the proper fitting of glasses.

Eye comfort.

Have you got it? 'Tis easy to obtain at our store.

You will have a new idea of what eye-comfort means if you come to us to have your glasses fitted.

Then here is where they forgot themselves, and wrote a bad one:

No guess-work — no humbug.

We fit glasses accurately, scientifically.

The advertiser who talks about "humbug" suggests a possibility of humbug on his own part. Avoid all references to inferior work, as though you knew only of the superior kind. Do not even imply that there are competitors, stick as closely to your own business as if it were all there is.

Here is one that is both good and bad:

We will not sell you glasses unless we are convinced they will suit you.

Good, if people will believe it; bad, if they will not. They probably will not. The policy indicated is the right one, and persistent advertising might convince a skeptical public.

A new advertiser in the street cars in the Centemeri Glove. A pair of gloved hands are shown, with three changes of reading as follows:

**Dollar and a half for a good glove — Centemeri's.**

**To practise economy, begin with Centemeri gloves. \$1 50.**

**You can buy gloves that rip and you can buy Centemeri's. \$1.50.**

Their simplicity and lack of exaggeration, yet implying extra quality at small cost, makes them effective.

The street car people themselves have a card, reading as follows:

Over 250,000 five cent pieces are taken in by the street cars of San Francisco every day.

OWENS & VARNEY,

The Advertisers.

Market & 10th Sts. 'Phone 9 South.

Here is a circulation statement worth noting in your book.

The local trains across the bay have recently been fitted up by Owens & Varney with cards 28x42 inches, size of a one-sheet poster. This is the largest car card in the world, exceeding Kissams Brooklyn "L" Cards by considerable. It makes a showing never before possible in cars.

Here is a tribute to street car advertising as unintentional as it is sincere. Some one has written to the Boston Transcript that "one of the most unpleasantly evident and tiresome forms of this commercial spirit is street car advertising. Unless we bury ourselves in a paper or book, we are obliged to stare at these wearisome details of buying and selling. Try as we will, we cannot resist reading them, and that over again."

This pathetic complaint might have added that there is really no escape. If he buries himself in a paper, there are the hated and tiresome forms of this commercial spirit staring at him from every column, with their black type unreleived by color.

## Free Advertising

In the adjacent column is reproduced a facsimile of a half column of free advertising (the most valuable kind). Paul Rieger & Co., are manufacturers of California Perfumes, and the only ones whose products are either extensively sold or advertised in the East. So, even if the manufacturer's name is omitted, California and Rieger both get a benefit. The article appeared in the Bulletin some time ago.

The Mining and Scientific Press published not long ago the names and addresses of 179 new subscribers received in one month. Among trade journals this paper ranks high, and such an evidence as this of new blood in circulation is a remarkable testimony of its value as an advertising medium.

## SAN JOAQUIN COUNTY

## STOCKTON

One of the leading cities of the State: "the manufacturing city of the Pacific," and the "gateway to the San Joaquin." Population, 22,000. Annual output, \$13,000,000. Stockton is the grain and flour center of the State, and one of the best evidences of its prosperity is seen in the crowded conditions of the advertising pages of its three dailies.

## The Evening Mail

CONLON &amp; NUNAN, Props.

Established 1858

Only morning Journal in the city

## Stockton Daily Independent.

The paper for the family, the merchant and the advertiser.

An Afternoon Paper.

## DAILY RECORD

Largest circulation in the homes and among the people who buy.

## BILEE, CALIFORNIA PERFUMES.

What Is Thought of Them in Eastern Cities.

"A Prophet Is Not Without Honor Save in His Own Country," and the Same With Our Products.

Mr. S. H. Tacy, formerly manager of the Manufacturers' and Producers' Association of California, but now of Chicago, writes under date of December 15, from that city to the association here, a letter which is full of suggestions. It will be read with interest by that class of people who are endeavoring to build up our industries, but who say, with a good deal of truth, that in order to sell such things in our market they must bear a Paris label. The following is the letter:

"Dear Sir—As I was entering a prominent drug store in Chicago to-day my attention was attracted to three illuminated cards displayed in the doorway, reading thus:

Come in and try  
The California Perfumes,  
Los Angeles Blossoms,  
California Violet,  
California Lilac.

We are now selling  
CALIFORNIA VIOLET,  
The most fragrant and lasting  
violet ever made.

The newest Perfumes  
Made by  
From California,  
'ROBIN ADAIR.

"In the store I found prominently displayed a very attractive assortment of the perfumes, in that section of the store set aside for fine goods especially suitable for Christmas gifts, and I do not doubt but what this enterprising druggist will find a ready sale for the goods, which through his efforts will attain a reputation (in that section at least) equal to New York or Paris perfumes.

"This recalls to my mind our efforts with the California druggists when I was connected with your association, to induce them to handle and push the sales of articles of California manufacture. The manufacturer whose name appears on the card I saw to-day is, or was, a member of your association, and if his goods have sufficient merit to find a ready sale in the East in competition with perfumes of Eastern and foreign manufacture, they should certainly find favor in California. At any rate, Californians in making their Christmas gifts this year could help your cause wonderfully by presenting goods of 'Home Manufacture,' and if your manufacturers can ship goods to the East, in competition with Eastern and foreign manufacturers, they ought to be able to hold the home market.

"Pardon the suggestion, but I still feel a deep interest in the success of your association, with which I was so closely identified."

Rock Island Route Excursion  
Leave San Francisco

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# Retail Advertising—It Must Fit the Store\*

Retail business means buying and selling.

Buying means a knowledge of goods and values, of markets and conditions. Selling means a knowledge of human nature; of human wants, needs, desires, fads, and fancies.

The buyer studies goods; the seller studies customers; they both work together to a common end.

The advertiser is a seller, a student of human nature; he takes up the work (where the buyer leaves it) jointly with the salesman behind the counter.

Advertising, then, is selling, and selling is half of business.

Selling means advertising; advertising means making known—by personal effort, window display, signs, or any other means of communication. The best form of advertising is that which reaches the largest number of buyers quickly.

Personal solicitation reaches but a few; windows and signs but a few more; newspapers reach everywhere and everybody.

The daily paper is the modern engine of publicity; it gains audience with, and commands the attention and respect of every man and woman, high or low, rich or poor. It is the modern school book for grown-up people, the intelligence bureau of civilization, and the one medium through which the retailer can reach at once and effectively, the entire community.



There are some rules of advertising that admit of general application; but since advertising is but an expression of business, the rules that govern business govern advertising.

One rule is: the advertising must fit the business; it is part of it.

A Wanamaker salesman would be out of place in a 10x15 store; so would a Wana-

maker advertisement. A Rogers-Peet salesman could n't sell shoddy clothing, and a Rogers-Peet advertisement could n't either. A hand-me-down salesman could n't sell first-class clothing, and a hand-me-down advertisement would be equally ineffective.

But if you have a Wanamaker store or a Rogers-Peet store, you want Wanamaker-Rogers-Peet salesmen and Wanamaker-Rogers-Peet advertising.



Another rule: the advertising must be suited to the class of trade the store caters to.

When you select a location, you are guided by the class of trade you intend to sell to.

When you buy goods, you buy for the trade the store has, or hopes to have.

Direct the advertising along the same lines.



Advertising can be too good for the store; it can attract people the store cannot sell to, and it can keep people away that the store can sell to.

Advertising can be inferior to the store; it can attract a trade the store does n't want, and keep away a trade the store does want.

Advertising can be as good as the store, and can attract the trade the store wants, and can sell to.

That's the best advertising there is.

The following from a letter written to me by a well known man of Redding, California, illustrates these three points. Names are omitted, but any interested party may have them on application:

A lady of this town recently returned from San Francisco, where she purchased some furniture. I spoke to her about the furniture ads. She did not care for —'s, because she had some sort of an idea from reading their ads, that it was a cheap house, and shoddy goods were sold there. She was attracted to

\*From "Talks with Advertisers" in the Sacramento Bee, March 25th.

the —'s store by their ads, believing they carried the very nicest and highest class of furniture. She was accompanied by a lady in poor circumstances, and consequently dressed very ordinarily. The clerk met them in a very ordinary way, sized them up as hoosiers, and showed them the goods they desired to see, without making them interested. He was a frost. They felt that he considered them out of place. He did not put himself out at all to show anything else.

They left the store without purchasing, and went to the —, where they spent considerable money, because the clerk made them believe he had their interests at heart.



Retail advertising is generally more successful when prices are quoted. But price-quoting is effective or not as the prices approach the "limit" of the trade advertised to. An instance: a San Francisco store advertised an easy chair at \$4.85. It was cheap at the price. Nothing like it could be bought regularly under \$7.00. But it didn't sell. The trade the store advertised to weren't attracted by the price; their limit was lower.

Later the chair was again advertised, but at \$3.50; nothing was said about the price being cut. By 3 o'clock every chair was sold, and a number of persons went away disappointed at not getting one. The store lost money on the chair at \$3.50, but it brought people to the store who never had been there before, made a number of new customers, and on that ground the advertisement was profitable.

The advertiser was a student of human nature.



Women are attracted more by price than men are; and it takes a lower price to interest women than men.

An instance: a retail shoe house bought a line of shoes in a bankrupt stock, comprising a certain grade of men's and ladies' shoes. The stock was placed on sale at a uniform price. The price was a bargain price; the shoes were all that was claimed for them, and the price was a saving of about one-third. Men bought the shoes,

## ALAMEDA COUNTY

Below are listed the leading journals in Alameda county. This is one of the most populous and wealthy counties in the State, and is a fertile field for all classes of advertisers. The local journals are enterprising and newsy, and a liberal patronage extended to these journals will bring gratifying results to the advertisers.

For the BEST RESULTS  
Advertise in the

**Berkeley Daily Gazette**

Advertising Rates on application

BERKELEY, CAL.

City  
Official  
Paper

**Evening World**

The Leading Paper of the University Town

F. MARQUAND, Manager      Ads bring returns

**Oakland Tribune**

"Best paper in Oakland"—*Printers' Ink*

## PRINTING

We have one of the best equipped Job Printing offices on the Coast. Good printing at reasonable prices—our business. Prompt service. Work delivered free to any part of San Francisco. Estimates free.

**Enquirer Printing Department**

416-18-20 Tenth St.

Oakland, Cal.

Oldest and Best  
Paper in Alameda

**The Daily Encinal**

G. F. WEEKS, Editor

frequently two pair. The sale to women was slow. The price had to be cut below the price for the men's shoes before there was any sale for the ladies' shoes, though they were worth fully as much as the men's.



Sometimes, and for some stores, advertising cut prices, "bargains," and special sales is good; sometimes, and for some stores it is bad. Instances: the most successful retail advertising I have personal knowledge of always advertises prices, and cut prices they are, too, in reality; but they are never called cut prices, never called bargains, nor special sales, but appear to be regular everyday prices on those goods.

On the other hand, it is a well-known fact that the success of the Owl Drug Company, in San Francisco, comes from advertising everything at cut prices; cut so deep that wholesalers boycotted the store. And on Saturday evenings, people go away because the store is too busy to wait on them.



All of which means: advertising must fit the store.

FRED'K VAIL OWEN

SANTA ROSA

The County Seat of Sonoma County: a prosperous city of 8,000; situated in one of the most beautiful and fertile valleys in the State: the distributing point for a large and populous district: on the line of the S. F. & N. P. Ry., the "Picturesque Route."

Everybody reads

THE PRESS DEMOCRAT

Santa Rosa, Cal.



Isn't that the kind of a paper to advertise in?

Game of Advertisers

Cut from papers and magazines ten, fifteen or twenty advertising pictures or trade marks. Remove all reading matter that might serve to identify the picture. Number each picture. Furnish each person who is to participate in the game with a piece of blank card containing as many numbers as there are pictures. Arrange the players in a circle, and pass around the pictures one by one. Each player should guess the name of the ads from the pictures and write the name on the card after its proper number.

The player having the largest correct list is the most observing of the players, and should be rewarded by a suitable prize. The person having the smallest list will never be president or marry a count, and should receive the booby prize.

SANTA CLARA COUNTY

SAN JOSE

Known as the Garden Spot of California; population, including suburbs, 30,000; twenty-three daily trains to San Francisco: the trading center of one of the most populous districts of the State. Its three daily papers give a metropolitan service, and are classed with the leading journals of the west.

It's a Family paper.

The Herald

ALL THAT'S FIT TO READ

A Live Paper  
and talks to  
the Live People



of Santa Clara Valley

The Evening News

GOES TO THE HOMES

The Leading Journal  
between  
San Francisco and Los Angeles

THE MERCURY

EVERY DAY  
IN THE YEAR

### Northern Agencies Wanted

THE SCOTT-MILNE Co.,  
General Commission and Manufacturers' Agents, }  
Vancouver, B. C., February 22d, 1898.

FRED'K VAIL OWEN, ESQ., San Francisco, Cal.

DEAR SIR:—

Enclosed find remittance, for which you may send me the AD BOOK.

I have the address of the Hayden Packing Co., but would consider it a personal favor if you will give me the address of one or more good reliable firms, that are putting up evaporated vegetables; also other foods suitable for Klondike trade. Thanking you in anticipation, I remain,

Yours truly,

M. McDONALD,  
Room 3, 70 Cordova Street,  
Vancouver, B. C.

FRED'K VAIL OWEN, ESQ..

Editor AD BOOK,

DEAR SIR:—

I am in receipt of your very kind letter of the 7th, contents very carefully noted. Replying to same will say on behalf of the Scott-Milne Co. I very sincerely thank you for the information contained therein. I am dealing in mining machinery and am anxious to get the agency or agencies for several manufacturers. I would also like the agency for a first-class cigar factory, that you think could afford to extend their trade into British Columbia and the Northwest territory, also a wholesale wine house who are contemplating extending their trade. All the agencies that I am naming to you now will be represented by myself, and will have nothing to do with the Scott-Milne Co., of which I am a partner in another line of business.

Yours very truly,


M. McDONALD,  
Room 3, 70 Cordova Street,  
Vancouver, B. C.

### Back Numbers Wanted

We thank those who sent in back numbers of the AD BOOK in response to our request, particularly Duke's Advertising Agency. As we can still use a few, anyone who has a copy of either August or December, 1897, and does not care to keep it, will place us under obligation by sending it to this office.

### A New Business Directory

Bards & Co., have just issued their "Classified Business Directory of San Francisco, Sacramento, Oakland, Stockton, San Jose, etc." It is a compact volume conveniently arranged, and if the compilation is accurate, should prove valuable.




**Grebs**  
DESIGNER & ILLUSTRATOR  
FOR THE TRADE

402 M'TGOMERY ST.  
SAN FRANCISCO.

# Printing

the kind that pays.  
We do the best we  
can on every order  
and that keeps us  
busy.



The Geo. L. Claussenius Co.  
411 MARKET ST.  
Phone Red 1653 SAN FRANCISCO

# SOME GOOD ADVERTISEMENTS

Drug Store—*Stockton Independent*

## Sleep= less= ness.

Dr. Robert A. Fleming recently lectured on sleep to the Edinburgh Health Society. Cold feet meant blood in excess in brain and internal organs, and therefore no sleep was possible until the feet were warm; a hot water bottle was in no sense a luxury; in such a case it was a necessity. We have them, guaranteed quality, at \$1.00, \$1.15 and \$1.25. Holden Drug Co.

## Farm Implements—*S. J. Mercury* It Is Not Too Late

to put up an irrigating plant in your orchard with advantage to this season's crop.

A Hercules vapor engine connected with a Jackson "Whirlpool" centrifugal pump gives effective and economical service.

We've had long experience in the matter of irrigation in Santa Clara county, and are prepared to install plants as cheaply as it can be done without of sacrifice quality.

We contract to dig pits, bore wells and install the machinery, and will furnish estimate of cost promptly on application.

The John Stock Sons, 71-77 S. First street.

Plumber—*San Jose Evening News*

## Your Plumbing Bills

won't be near so large if you have the work done by good plumbers in the start. One good job is worth a half dozen poor ones. We do the work right in the start and don't charge any more for it than you would pay for a poor job. F. Klein.

Tailors—*Stockton Mail*

## Easter Novelties in Suitings

You have noted probably that the prevailing made is for brighter effects in Spring suitings. You want the best obtainable. You are entitled to all the features of desirable tailoring which taste and judgment can put into your suit. There are some places where you can assist us in making your clothes the best. We furnish the knowledge and material. You let us know your desires. Result is excellence. Campbell & Heffernan.

Medicine—*Stockton Daily Record*

## Coax The Liver

don't drive it. Harsh purgatives harm more than they help. Relieve by gentler means. A remedy that will regulate the liver in a gentle but effective manner is Jaffe's Intrinsic Tonic. It's a non-secret compound. The formula is printed on the label. It's composed of the best remedies indicated by medical authorities for general tonic purposes and for purifying the blood. In the spring the system should be cleansed and the liver, kidneys and other organs of the body toned up and put in good running order. Nothing will do this work as well as Jaffe's Intrinsic Tonic. If you're run down, feel worn out or have that tired feeling, try a bottle. It will give you a new lease of life. For sale at all drug stores and at depot and office, 26 East Main street.

Drug Store—*Sacramento Bee*

**Rosy  
Cheeks  
Yum  
Yum**

Rosy cheeks and a clear complexion denote perfect health. You cannot possess either if you have a foul breath arising from a disordered stomach, a torpid liver or bowels constipated. Do as hundreds of others are doing—taking "Ott's" Liver Pills and seeing only the bright side of life. Price, 25c per bottle.

## FRANCIS S. OTT

No Percentage Pharmacy,

300 K St., south side Second and K

Furnisher—*Stockton Independent*

## The Easter Tie

should harmonize perfectly with the rest of your appearance. The most popular and really most tasteful tie for Easter is the heavy corded white silk puff. We have this already tied—puff—or for you to tie—ascot. We can supply you with all the things for Easter wear—Spring Suit to order, Collars, Cuffs, Shirts, Hats, etc. The Wardrobe.

Livery Stable—*Redding Free Press*

## A Buggy Ride a Delight

That is, if you have a good, easy riding buggy, to which is attached a spirited, though gentle, horse or horses. Charles Cook has sold half his interest in the livery business to Mr. Clark of Bartlett Springs. They will conduct a first-class livery and feed business. Their stable is only one block north of the Temple hotel. Cook & Clark, Liverymen., Market Shasta Sts.

Laundry—*Oakland Tribune*

## Wrinkled Collars

and cuffs make a gentlemen's social life miserable. Things ought to be done well or not at all. That's our point of view. Try us. The Oakland Laundry Co., 670 Twenty-ninth street. Tel. 816.

Marble Works—*Petaluma Budget*

## Imperishable Stone

should mark the last resting place of the loved ones. Finest marbles and granites, skilled workmen and artistic designs at Cypress Hill Marble and Granite Works, Petaluma. Call or drop a postal card and I will call and tell you about my work. E. W. M. Evans.

*Goldberg, Bowen & Co.'s Catalogue*

There's no better bacon than Ferris' Cut it thin Fry it crisp Serve it quick Ah—! That's all

Laundry—*Oakland Tribune*

## Careful Washing

adds life to your collars, cuffs and shirts. You know how poor laundries treat clothes—are you tired of it? The Oakland Laundry Co., 690 Twenty-Ninth street.

Drug Store—*Phoenix Herald*

## Soap and Water

are the A and Z of the toilet list. The alphabet is not more complete than our stock. We present an all round exhibition of toilet soaps, including the finest, choicest and most popular kinds. Our list presents the choicest toilet waters, both domestic and imported, and which we are proud to place. A line of toilet and manicure articles as complete as a book at the last word invites your selection. C. Eschman & Co., Pharmaceutical Chemists, Phoenix, Ariz.

### Ideas from Ad Writers

Low cut shoes and low cut prices.

\* \* \*

Often sat on. Our dining room chairs.

\* \* \*

Our parasols put all others in the shade.

\* \* \*

Revenge is sweet but it takes sugar to sweeten coffee.

\* \* \*

The national flower is not yet selected, but when it is chosen it will be found to be our XXX brand.

\* \* \*

In reduced circumstances. Our prices; our stock soon will be; our competitors were long ago.

\* \* \*

Soft words butter no parsnips, but our butter is worth all we ask for it. Try it and you will agree with us.

\* \* \*

Pay attention to your rival's advertising, but pay no attention to him.

\* \* \*

Everything that has a wide circulation is not necessarily a good advertising medium; a tramp, for example.

Did you ever think what an ad will do? In this connection it is asserted that "The W. L. Douglas Co. of Brockton, Mass.. frequently receive letters on which the only direction consists of Mr. Douglas' portrait cut out of a newspaper and pasted on the envelope. They go straight through to Brockton without any delay."

The suggestion is not new, but it will bear repeating, that booklets and circulars intended for business men should be mailed so that they will not reach their destination on Saturday or Monday. On Saturday the man of business is trying to close up the week's work; on Monday he has an extra accumulation of mail, and he is correspondingly busy.

"The cost of drugs and medicines  
Are having quite a fall;  
Cut prices will bring sickness  
Within the reach of all."

On the cover of the Strand magazine during the twelve issues this year there will appear the words "Hall's Wine." Before the publishers of the magazine would agree to this they were guaranteed the sum of \$25,000. The wine man who signed that contract aid he would get his money back. Please take notices that that man has some grey matter tucked away in his cranium somewhere.

The two best papers in Norfolk, Virginia, the "Virginian" and the "Pilot," have consolidated, and are

## Bookkeepers

See our Loose Leaf Ledgers.

**BROWN & POWER CO.**

Stationers, Printers and Bookbinders

406 California St. 412 Commercial St.

Tel. Main 1070

Tel. Main 423

**PATRICK & CO.**  
**RUBBER STAMPS.**  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

**Allen's  
Press  
Clipping  
Bureau**

Dealers in all kinds of  
**Newspaper Information**  
Advance reports on a l  
contract work.  
Main Office 510 M'tgomery  
Street.  
**SAN FRANCISCO**

**BROWN, MEESE  
& CRADDOCK**

**...Printers**

419 Sacramento  
Street.



now issued as one paper—the “Virginian and Pilot.” In their editorial statement they say:

The combined subscriptive lists of the two papers is about 11,000, but as there are on the lists many duplicates which will now reduce the aggregate under the consolidation, the net circulation of the “Virginian and Pilot” will be now about 9,500—exceeding that of any daily journal in Virginia, unless it be that of the Richmond and Manchester Leader.

In fifteen years of newspaper work, I have never seen so frank a statement about circulation.

A hardware dealer once attached this card to some stepadders:

If you want to “take steps” to adjust anything out of reach, try these.

How would this do for a cigar dealer's window:

Your troubles will end in smoke if you buy our cigars.

Many business men hesitate to advertise because they imagine that only large announcements pay. This is a serious mistake, which no merchant who really believes in publicity should make. There is much more in any announcement than size. A good small advertisement is good in spite of its size, but no increase in the size of a bad advertisement will make it a good announcement. Modern business methods have made advertising necessary to success. This being the case, and in view of the further fact, that a small advertisement well constructed and properly placed, can be a good one, no business man should hesitate to place his goods before the public simply because he can not afford a whole page. Let the size of your ad correspond with the size of your business, be clothed in plain, precise terms and properly constructed as to type and its size will not hinder its usefulness. —Western Advertiser.

## The Inland Printer

This superb typographical journal should be in the hands of every large advertiser, as part of his working library. While originally a printer's craft journal it has broadened its field and extended its scope to some fields of advertising not touched by any other publication. Chicago; 20c. a number, \$2 a year, monthly. Wm. E. Loy, 531 Commercial St., S. F., is local agent.

IF YOU...  
WISH TO

## Advertise

In newspapers anywhere at  
anytime, call on or write to

**E. C. Dake's Advertising Agency**

64 and 65 Merchants' Exchange,  
SAN FRANCISCO

'Phone Main 1063.

SAN FRANCISCO

**PHILLIPS  
BROTHERS**

'Phone Main 164.  
505 Clay Street

## BOOK BINDERS

Paper Rulers and Blank  
Book Manufacturers....

San Francisco

*"It has prospered and grown, and its  
Publishers merit the success achieved."*

—Fourth Estate.

# 10c

In coin or stamps will secure  
you a trial trip of **BUSINESS**  
—the popular Canadian office  
paper devoted to advertising  
methods and business man-  
agement—for a term of three  
months, including the handsome Anniversary issue.  
**BUSINESS** is edited by the advertising manager  
and writer of Canada's leading departmental store.

**THE J. S. ROBERTSON CO.**

86 Bay Street

Toronto, Canada

TELEPHONE "GRANT 2"

DESIGNING  
ENGRAVING  
PHOTOGRAPHY



## PHOTO-ENGRAVING

131 POST ST.  
SAN FRANCISCO

# Designs

I make designs and illustrations for

signs                      booklets  
posters                  cards  
catalogues              letterheads  
even a 100 foot poster.

A window card is my specialty. Come  
in and see me designing.

**Edw. A. Cohen**

850 Market St.

Corner Stockton

Room 14

# Illustrations

cut a big figure in  
advertising to-day. The world  
is advancing in the art of print-  
ing. Illustrations move with it.  
A poor illustration may ruin a  
sale, but a good one clinches it.  
It pays to have your ads well  
illustrated.

We do good photo-engraving.  
Do the best we can on every  
order.

**A. KUMMER & CO.**

Phone Red 54

419 Front

San Francisco

TELEPHONE NO 95

(OMMERCIAL BANK & INSURANCE WORK  
A SPECIALTY

*Calloway*  
*Lithographing Co.*

DESIGNERS ENGRAVERS  
LABEL & COLOR PRINTERS

418 422 (OMMERCIAL ST  
SAN FRANCISCO.



E. L. HEUTER, PRESIDENT  
LINCOLN H. LEWARS, MANAGER

Phone Main 1319

413 Commercial St., S. F.

**Fine Lithographic and Printing Inks**

# THE MODERN HIGH ART ILLUSTRATORS

OF THE

# PACIFIC COAST.



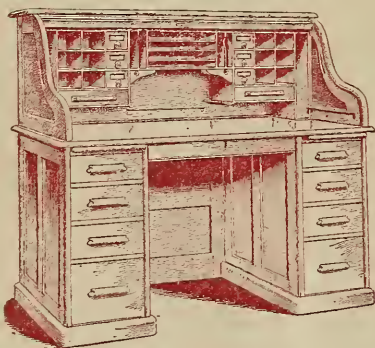
# CUTS

FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

PHONE MAIN 5303

*Union* PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

## THIS DESK



is as convenient as we know  
how to make it.

When you pigeonhole a thing  
in this desk you can quickly find it.

We make them different sizes,  
GEORGE H. FULLER DESK CO.  
638-640 Mission St.

Tel. Main 1540

SAN FRANCISCO

## Circulars

delivered faithfully in  
sealed envelopes: every single one  
reaches its proper destination—  
correct and accurate as the U. S.  
mail yet much smaller in cost.  
San Francisco, Oakland, Alameda  
and Berkeley—100,000 homes.

Write for estimates.

**Wm. M. Weil**

106 Pine Street

Telephone Main 678

SAN FRANCISCO

SAN FRANCISCO

APRIL, 1898

# The Ad Book

A MONTHLY EXPOSITION OF MODERN  
ADVERTISING

## CONTRIBUTORS

FRED'K VAIL OWEN - - in Sacramento "Bee"  
Some Elements that Lead to Success in Retail Advertising

SAM P. JOHNSTON - - Goldberg, Bowen & Co.  
How to Advertise a Country Store

NATH'L C. FOWLER, JR. - Fowler's Publicity  
Advertising in Dull Times

B. N. ROWLEY - Editor "California Fruit Grower"  
Where and How to Advertise?

Street Car Advertising; Some Good Avertisements; Reproductions  
of Eastern Advertising; Notes and Editorial Comment.

FRED'K VAIL OWEN, Editor

Published by THE AD BOOK PRESS 1405 Call Bldg.

SUBSCRIPTION PRICE \$1.00 A YEAR

Any business anywhere can be profitably advertised. The question is, how? Finding out how, and then doing it, is my occupation. I make advertising pay.

FRED'K VAIL OWEN  
Call Building

## Good Paper

Just a word or two about it. The Beechwood Mills make flat and ruled, hand sorted, loft-dried paper at a very low price. Send for samples and quotations.

We supply the  
Ad Book paper

**Bonestell & Co.**

401-403 Sansome

Tel. Main 133

SAN FRANCISCO

## Good Printing

comes from a complete establishment, where every facility unites to make the finished product unexcelled.

Latest and most improved machinery, trained workmen, selected paper, perfect types, and an intelligent supervision, form our equipment.

By the way, the strike hasn't bothered us a bit.

## Going Away?

Have you what you need in the way of a grip, traveling bag, valise, dress suit case, or dressing case roll?

We carry an extensive line, covering every form of convenience and utility, selected by reason of good value and good quality. The best is none too good. We have the best.

**H. S. CROCKER CO.**

215-219 Bush Street

227 Post Street



# The Ad Book

A Monthly Exposition of  
Modern Advertising

VOLUME II

SAN FRANCISCO, APRIL, 1898

NUMBER 4

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#### ADVERTISING RATES:

On cover, \$50 a page; \$25 a half, \$13 a quarter.

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Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

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Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FREDK VAIL OWEN

The matter of circulation of advertising mediums is one that directly interests advertisers. Newspapers are two; those whose circulation is known, and those whose circulation is not known. The papers themselves are usually reticent about making their circulation known, for various reasons, one of them being the same that prompts every business man to keep matters concerning his own affairs strictly to himself.

But advertisers are entitled to know what circulation they are buying, and the paper which gives that information is only giving to their patrons their due.

These remarks are brought out by a statement of circulation published in the "Chronicle," showing that paper to have had an average circulation of 74,768 copies during the month of April, 1898.

The "Chronicle" is above all others a

paper of quality; advertisers know that it circulates among the very best classes and that its conservative policy and reliable news service give its advertising columns a distinctive value.



THE LACE HOUSE,  
Oakland, Cal., Apr. 21st, 1898. }

Editor AD BOOK:

We send you herewith our summer announcement showing the liberty we have taken in the way of extracting from your publication (see back of cover). We also take pleasure in enclosing one dollar for a years' subscription to the AD BOOK. If it is good enough to extract from, it should be good enough to subscribe for.

Yours truly,

THE H. C. CAPWELL CO.

A very neat little booklet, calling attention in a general way, to the various departments of the store. It is well printed, on good paper, and cannot help but create a favorable impression.

There are several expressions of good business policy; among them:

All goods we handle are standard. We do not attempt to make a reputation for low price at the expense of quality.

You will be waited upon by salespeople who are not only competent as such, but who faithfully carry out our policy of making visitors feel at home whether they come to purchase or to look over our stock.

The extract from the AD BOOK mentioned above will bear reprinting:

"Good advertising is printing something in some form or other that will get people to visit your store.

That is the beginning of good advertising, but it is really the smallest part of it. Good advertising is treating customers right after you get them—giving them absolute satisfaction—bending every human energy to please them—accepting no pay from them until they feel right down in their very bones that they have got the worth of their money."

The arrangement of the matter is good, and the wording is such as to inspire confidence.

In two ways the booklet might have been made a little more effective, first by quoting prices more definitely, and second by checking the printer's tendency to overload the pages and confuse the reader by useless ornament and red ink.

There are prices on every page, but they run the gamut, with no guide as to whether the 10c. hose or the \$2 hose is what the reader should buy.

I believe in prices; prices that accompany description; prices that tell the story and decide the question of whether to buy or not to buy.

### Still Climbing

Frequent mention has been made in the AD BOOK of the growing circulation of the San Francisco Bulletin. Their latest statement shows that the circulation advances day by day and month by month. A summary of their figures shows that the average for the first four months of 1898 has been as follows:

January.....	24,944
February.....	25,526
March.....	26,806
April.....	33,691

These figures are sworn to and guaranteed to advertisers.

## Classified Advertisements

### FOR SALE

A BRAND new Neograph, the most perfect stencil duplicator; folio size; printing surface 11x16 inches. Will sell for 25 per cent. less than cost. AD BOOK Press.

### WANTED

NEARLY COMPLETE files of Printer's Ink. Will exchange back numbers for back numbers of any other advertising magazine. Address, Printer, care AD BOOK.

EVERYBODY HAS THEM. Unbound copies of magazines under dates 1894-5-6-7. Look them up, send me a list and state price wanted. I. M. R., care AD BOOK.

\$10 FOR AN IDEA. I will pay \$10 for the best plan of getting subscribers for the AD BOOK. Parties competing must themselves be subscribers. If you are not now a subscriber send \$1 for a year's subscription with the plan you submit.  
FRED'K VAIL OWEN, 1405 Call Building, San Francisco, Calif.

### WINDOW TICKETS

REMOVED—Edward A. Cohen, maker of show cards and window tickets, has removed to 759 Market Street, opposite Phelan Building.

## Pictures Tell

the story better than words. I make photographs of machinery, furniture, stores—anything wanted in business requiring pictures.

**R. J. WATERS**

Commercial Photographer

110 Sutter St.

Phone Clay 912

## 1000 Artistic Booklets

Can be had for \$10. The best advertising of today is done by booklets. Booklets sell goods—but do not mail them so they will be delivered Saturday or Monday—busy days. Let me show you some booklets that I have printed.

**F. H. Abbott, Printer**

Telephone Main 1299

316 Battery Street, San Francisco

## Advertising in Dull Times

Ninety-nine men out of a hundred think times are hard because somebody told them they were.

When enough people talk hard times, times really become hard, and the men who created the condition have the satisfaction of living in a land of their own making.

Some advertisers advertise a part of the time.

Some advertisers advertise all the time.

The advertiser who advertises a part of the time may make money. The advertiser who advertises all of the time generally makes money all the time.

It makes no difference what the reader may think, or what the writer may think, when the fact stares both of them in the face that while all who advertise may make money, few make money who do not advertise; and that those who make the most money are those who do not seem — so far as their action is concerned — to have any knowledge of a dull condition of business.

**Buy it  
If you  
Need it**

**To-day's dollar buys as much  
as to-morrow's twice-as-much**

When times are good, advertising pays.

When times are dull, advertising pays, because although there may be little buying there is little advertising, and the man who advertises is more conspicuous; he stands more in a class by himself, and draws

from those who do not advertise the business they might keep if they did advertise.

It is profitable to profit by the unprofitable action of others.

People are buying all the time; and because they are buying, even though they may not buy as readily, they are more likely to buy of the man who advertises than the man who does not.

Nobody wants to buy anything of the man who does not want to sell.

Nobody enters a store uninvited, and the man who issues a cordial invitation is the man who will get the people. As the merchant cannot personally enter all the homes of his customers, and cannot afford to stand out in front of his store beckoning with both hands, he is obliged to use a more economical and far-reaching method of invitation, which goes by the name of advertising.

Lack of confidence means failure.

Faith in business means business.

How long would the captain of a great transatlantic steamer hold his position if he banked his fires and slowed down through the storm?

The successful navigator crowds on steam, not to an unsafe degree, but that he may keep his vessel moving on as rapidly in calm as in storm.

In dull times the progressive business man arranges his counters more attractively, piles his goods higher than usual, decorates his windows, burns more gas, brushes up everything, puts a new coat of paint on the outside and a smile on the inside, diffuses his enthusiasm in every clerk, advertises more extensively, and gets the bulk of the business.

Few men punish their stomachs for the sins of their business. Folks eat three times a day in dull times and in good times, and if they eat, they must have things to eat, and they will buy those things of the man who tells them that he has them for sale.

Folks may not buy as much furniture in dull times, nor as much of some other things which can be waited for, but they will buy what they have to have, and they will think about buying what they want.

In dull times people select the articles—and continue to think about them—which they propose to purchase when times are good, and the progressive advertiser reaches the thinking public and places it in a frame of mind to do future business with him.

The local advertiser may claim that everybody knows where he is, and that there is no need of advertising when nobody is buying.

This is a conventional reason, and is founded upon the mistakes of the past.

**Don't  
Hold  
Back  
That  
Coal  
Order**

Dull times advertising is educational, and is of the successful sort of preliminary announcement which is sure to win, perhaps in the present, but surely in the future.

The general advertiser may divide his seasons of advertising into as many parts as he chooses, and may advertise less during part of the time, but the advertiser who has made a success is the one who has kept continually at it, and who keeps before the public irrespective of the conditions of the times.

Dull time advertising must be adapted to the season, and must either appeal directly to immediate desires, or be of a preliminary sort reaching out for future business.

During the dull season, when everybody feels depressed, and money is scarce or appears to be so, the people hail with delight the store that has the brightness of prosperity surrounding it, the store where the clerks seem filled with the fire of enthusiasm, and where things appear to be moving even though they may not be selling.

Naturally, the crowd enters this store, and where there is a crowd there is appar-

ent prosperity. Each member of the crowd tells everybody he sees that the business seems to be good at that store, if in no other, and business becomes good, because the people think it is good.

The breezy, progressive advertisement shines with added luster when there are fewer advertisements, and when those which do exist reflect the dullness of their writers.

There is no more economical, safer, better, or more profitable method of dispelling the dull times, so far as the store and the business are concerned, than by increasing

## What's The Good Of Waiting

If you need a rocking chair  
have the good of it now. We'll  
trust you.

the advertising space, and by that apparent prosperity that begets real prosperity.

In dull times, everybody is looking for the man that is doing well, for his action is cheering, and people become receptive to his argument, giving him the preference and buying of him.

Men of success know more about making success than men of failure, and when these men of profit advertise as extensively when times are dull as when times are good, the blind man of business, even though a fool, cannot help feeling, if he cannot see, the tremendous, irresistible, overpowering argument in favor of progressive, extensive, bright, and continuous dull time advertising.—Fowler's Publicity.

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# Johnston's Criticisms

*It will be gratifying if the efforts here set forth aid advertisers in improving their ads, thereby getting better results.*

## How to advertise a country store.

How to advertise a city store successfully has engaged the minds of many thoughtful men for years and but few have discovered the secret; although it perhaps lies in the fact that few merchants have the backbone to carry out what they advertise to do.

But the country store is somewhat different and that is felt at least by one who says in his letter on this subject: "I notice ads of large stores in the cities and it always seems to me that they would not sound right in a small town; I think each store needs an ad of its own."

To be sure each store needs an ad of its own.

Roos Bros.' ads wouldn't fit Raphael's store, nor Woods' ads suit The Hastings, nor should the ads of any particular stock suit any other, because each is as different as the difference in the individuals who manage them.

That is one good reason why syndicate advertisement writing is a failure; the writer must come into contact with each store and stock.

But to the country store and the weekly paper or other means that may be used: the majority of country merchants allow their ads to stand without frequent change.

Don't do that. Change them every time.

That is a rule that should never be deviated from by either city or country stores and is being generally observed now by progressive merchants.

The following rules may be amended and improved no doubt by experience but may prove valuable to beginners:

Change every time.

Make one article the subject of each ad.

Don't use more than three sizes of type, the fewer the better.

Have several small ads rather than one big one.

Tell the truth.

Don't claim the earth.

Talk in your ad as you talk to customers in the store.

Tell them something about the goods and and always put in a price.

Stick strictly to business.

Don't get tired; put new life and vigor into each ad.

Don't leave the writing of the ad until the last moment.

Don't say "this space is reserved for Smith;" say something.

Have your name in the ad but once; also the address.

Don't get gay nor funny nor poetical nor sarcastic.

Never mention a competitor directly nor indirectly.

Have your ads look different from every other; impress them with your own personality.

Don't use technical terms such as the drummer uses when describing his wares.

What language to use: plain, every day, correct English or as nearly correct as you can make it. Small words are best.

A dress-maker's ad in this city says: "Dresses made reasonable."

Some have thought the wearers of dresses were unreasonable but they may now know that it is the dresses that are to blame.

The following ad is waste, nothing more nor less.

### BIAS & TOWNE

Are offering for the next two weeks their goods at extremely low prices for cash. Just give them a call and they will do the rest.

**Bias & Towne's** THE GROCERS  
Farmers' Union Bld'g.

It's almost beyond criticism because it says nothing. As it bears no date the reader may judge that any old two weeks are meant; they might as well have committed that other folly and said they were too busy to write an ad.

The ad next below is all devoted to one story which is well told but spoiled in the setting; nine kinds of type being used in a six inch ad double column.

Four small ads like this would be much better than the one big scrawly thing spread over so much space.



**TRIPLE KNEE**  
**Leather Stocking**  
FOR BOYS,  
**25 Cents a Pair.**

Wear 50 per cent Longer than Ordinary Stockings.

THE BLACK CAT BRAND of Leather Stockings have triple knees, heels and toes; are made from the best quality cotton yarn; will wear 50 per cent longer than ordinary stockings, and cost no more than inferior goods.

NO. 15 COOPER LEATHER STOCKING is the heaviest and strongest boys' triple knee stocking in the world. No. 10 for girls. Every pair warranted to give satisfaction or money refunded. For sale by

**A. C. SNYDER.**

120 Pacific Avenue.

*Reduced from 6 inches, double column*

This range ad is a good one, both parts of it are good. Had Messrs. Tait & Co.,

inserted the price it would have made a strong ad stronger.

# RANGES

WHEN IN NEED OF A GOOD RANGE CALL ON us and we will explain the good qualities of the — MAGEE MYSTIC — Range.

We have sold a number in town and can get testimonials from every person who has bought one.

**J. A. TAIT & Co.,**

**240 Pacific Avenue**

The following ad is as bad as the preceding one is good. This ad calls its sale a special star sale—what possible relation stars can have with this clothing sale is not told in the ad.



## SPECIAL STAR SALE

of a late delivery of New Spring Goods. A large purchase of Spring Suitings has come to hand too late for the trade of the early season. This is our misfortune, and we propose that our customers shall profit by it. In order to move them quickly the goods have been marked at prices very much under value and are now offered in four lots. Each lot comprises up-to-date styles in all the new shades of Tan, Cadet Grey, New Blue and Emerald Green, as well as the quieter Myrtles, Browns and Navys. You have here an opportunity to secure suits of substantial material, in the correct fashion, at very trifling cost.



The four large stars and the heading are waste.

The whole ad appears overdrawn, exaggerated, untrue. It doesn't carry with it an appearance of genuineness, few believe its statements, few are drawn to the store by such advertising and merchants are thus led to say they don't believe in advertising. Of course not.

SAM P. JOHNSTON

# O'Neill's

Sixth Avenue, 20th to 21st St.

## SPRING GAY.

What a week for buyers! Beautiful beyond belief—unless you see it with your own eyes. Come; ask your friends to come! Could write column after column on the goodness of the offerings of to-day, but space costs too much. We've gathered the world of wanted things—less the wrong sorts, and no city's people from ocean to ocean have ever seen such a wealth of newness as shown in the O'Neill store, nor have the prices been matched.

### ANOTHER SUIT SURPRISE.

The Cuban war uncertainty is tumbling things over among women's suit manufacturers, and a great demand for ready money made it worth while to keep our buyers out skirmishing all day yesterday, and what they bought there is good enough reason to talk about.—Proof of their buying is shown in such scoops as these:

At 15.98

Modish tailored suits, made by one of the foremost makers in the country. Gotten up in a style, fit and finish to equal custom tailoring. They are made from very fine Venetian Cloth—the colors are in black and navy and the Jacket is the much wanted popular fly-front—correct in length. The collars are prettily notched—the revers are faced with satin—the skirts lined with Percaline—and the jackets with black Taffeta. They are handsomely braided and regularly would bring \$25.

At 16.98

Women's Suits, of extra quality Serge, with tight-fitting Eton Jackets, handsomely braided in neat designs and lined throughout with black Taffeta. The skirt is the new shape, Percaline lined, braid binding.

As the lots are limited we would advise early selection, as first choice is very desirable. Selling starts at 8 in the morning.

At 5.00

LADIES' \$7.50 SILK WAISTS at \$5—Are ticketed and ready for a rush this morning. They are made from an extra quality of Taffeta, in handsome light and dark grounds, full fronts, pointed yoke backs, with double box plait, self collar and cuffs. These waists are \$7.50 kinds. They'll be \$5 to-day.

## H. O'NEILL & CO.

"It's the LAST that does it."

# THE CRAWFORD SHOE

Our Spring Leader **\$3.50**

For Combined Comfort and Style there is no Shoe for man like the

CRAWFORD.

Our Spring Leader **\$3.50**

Spring styles now on view. Sold at our own stores and by authorized agents everywhere. Factory, Brockton, Mass. [P.S.] Set that our name is stamped on the bottom and raised in the strap.



The hat manager says we ought not to be in business if, with three big stores, we couldn't give more for the same money than the exclusive hatter.

But instead of giving more for the same money we give the same for less money.

Derbys in all the fashionable shapes for \$3; instead of \$5.

Alpines and silk hats if you want them.

ROGERS, PEET & CO.

People who pay the highest prices don't always wear the best clothes.

Some buy here—ready made or to-order.

E. O. Thompson's Store, 245 Broadway Opposite City Hall Square.

### WOMAN'S WORK

is never done where she has a coal fire to attend to. When not making or replenishing it, she has to clean after it, wasting her time, strength and patience and her husband's money.

A gas stove would be a saving to both wife and husband.

## Eye Glass Witchery?

Not a bit of it. Just a plain, common sense almost invisible attachment—but it holds the eye glasses in a perfect, easy, natural, matter-of-fact way. Won't let them slip, or dip, or fall—and no pinching. Attached for 50 cents.

Opticians' Prescriptions filled. Factory on premises. Quick repairing. OPEN EVENING.

F. G. Schmidt,  
Optician—16 East 42d St.—Bet. Madison and 43d av.

## Sale of Oriental & Domestic Rugs.

100 Shirvan

& Karabagh,

—size 3x6 to 4x7 feet,—  
\$10.00.

Domestic Smyrna,

—size 6x9 feet,—

\$8.50.

—size 9x12 feet,—

\$18.25

Wilton Rugs,

—size 27x54 inches,—

\$3.00.

worth \$5.50.

Lord & Taylor,

Broadway & 20th St.

## The Carpet Is Delivered

to you directly from the looms when you buy of us—no middle-men with their between profits. It is halted in this store only long enough to enable you to make a selection.



Royal Wilton . . . . .	\$1.85
Wilton Velvet, best quality . . . . .	1.15
Wilton Velvets . . . . .	.85
Best Body Brussels . . . . .	1.05
Body Brussels . . . . .	.75
Best Tapestry Brussels . . . . .	.55
Tapestry Brussels . . . . .	.52½
Two-ply Ingrain, all wool . . . . .	

### CARPET RUGS.

Remnants of all grades of carpet (many of our best patterns) have been made into rugs, also to suit any room, at about one-third of regular price.

TAPESTRIES.	VELVETS.
8 x 12 . . . . . \$9.00	8 x 12 . . . . . \$12.00
8 x 12 . . . . . 15.00	8 x 12 . . . . . 15.50
10 x 12 . . . . . 20.00	10 x 12 . . . . . 24.00

OTHER SIZES AND QUALITIES IN PROPORTION.

MATTINGS; NONE BUT RELIABLE EVER ENTER THIS STORE. PRICES THE LOWEST.

John & James Dobson. 2 East 14th Street.

# STREET CAR ADVERTISING

It is not usual for a new advertiser to receive immediate and direct returns from his advertising, sufficient to warrant an increase, particularly during the summer months. An instance of the kind, however, is the advertising of the Centemeri Glove, mentioned in a previous issue as having commenced in the street cars.

About this time of the year many advertisers reduce their space, assuming that during the "dull" season advertising cannot pay, and they want to save the expense. Mr. Smith, Manager for P. Centemeri & Co., has different ideas on the subject. He has just contracted to take space in all the street cars in San Francisco (nearly five hundred) doubling his former space.

I found Mr. Smith quite enthusiastic about his advertising, its immediate results, and his hopes for its future increase. He had increased his space because what he had previously taken had paid so well that he felt confident an increase in advertising meant an increase in business.

**Dollar and a half for a good glove**



**CENTEMERI**

KID OR SUEDE.-THREE CLASPS.  
TWO-TONE EMBROIDERY.

**P. CENTEMERI & CO 128 POST ST.**

W. M. SMITH, AGENT. NEAR GRANT AVE.

As to increasing the space during the "dull" months, Mr. Smith thinks that there isn't going to be any "dull" months with him, because his extra advertising will bring him extra business, and prevent any dullness.

Further than that he looks forward to the Fall months, when business is usually good, to doing more than usually well, because the extra advertising will have acquainted the entire public with the Centemeri glove, and that name and that glove will be in the minds of glove wearers to the exclusion of all others.

The advertising of the Centemeri glove seems well calculated to bring business. It is neat and attractive, but at the same time exceedingly plain and simple.

The reproduced ad from a lithographed street car card, shows how little is said, but how well it is said.

No extravagant claims are made, but with modesty and simplicity a fair price is asked for a "good" glove—not the "best in the world" or the "best for the money" but just a "good glove."

It takes some business men a long time to learn how to make advertising pay, but Mr. Smith seems to have learned it very quickly.

There is one criticism on the ad, which is applicable to so much otherwise good advertising; the name and address are so overpowering and uselessly so. Here is a rule good advertisers follow; if you write an attractive, effective ad, the name can be the smallest thing about it, to advantage. People will find the name if the ad interests them.

Another advertiser who has taken increased space during the summer months, is the F. Thomas Parisian Dyeing and Cleaning Works. Such examples as this tends to the belief that advertisers are gradually learning that the time to advertise is all the time; that the way to ward off a dull season is to advertise more heavily, and get more business; and that it is not economy to reduce advertising and let the public forget you during the summer months.

Some months ago Cudahy's Diamond "C" soap was advertised in the cars by about the poorest cards ever seen in San Francisco. A prize scheme was engineered to get some good advertisements, but as is quite frequently the case when somebody tries to get something for nothing, the resulting cards now running in the cars show practically no advertising value whatever.

Cudahy's soap must be a great deal better than the advertising or is sold by extremely clever salesmen; for whatever merit there may be in it is left to guess-work, the advertising failing to mention that it has any.

**PHILLIPS  
BROTHERS**

'Phone Main 164.  
505 Clay Street

**BOOK BINDERS**

Paper Rulers and Blank  
Book Manufacturers....

San Francisco

# SOME GOOD ADVERTISEMENTS

## Dairy—*Alameda Encinal* **Its the Purest**

The Milk, Cream and Butter you get at the American Jersey Creamery are the purest. It all comes from cows subjected to the tuberculin test and found to be absolutely healthy. Delicious cream for freezing purposes. Families supplied with one cow's milk. Orders taken at Depot of American Jersey Creamery, 1253 Park street.

## Hardware—*S. J. News* **Warm Weather**

Don't perspire over a hot stove! See Klein about a gasoline stove. Every size. It will save fuel and save you time and trouble.

What about an ice chest? Have you got a refrigerator? Klein has them in all sizes and prices. F. Klein, 35 S. Second, Peoples Telephone 407.

## Grocer—*Sacramento Bee*

### **Easter Eggs**

Boiled eggs are supreme on Easter. The little ones—and quite a few not so little—are looking for their colored eggs. You are certain of two things at this store—that you can always get eggs here, and that they are always fresh.—That's my guarantee. The price is no more than you pay for the uncertain kind. S. H. Farley, 530 12th street.

## Windmills—*Stockton Mail*

### **Runs More Hours**

every month than any other windmill made. The Aermotor. Every part is solid and substantial. It is built on scientific principles, and will answer to the faintest breeze. They cost but little. Jackson & Earle, Corner Sutter and Main streets.

## Drug Store—*Santa Rosa Press Democrat*

### **The Cause of Toothache**

Most people expect to cure toothache with superficial remedies. Sometimes they will yield but the effect is only temporary. When you want to cure a toothache the thing to do is to get at the seat of the trouble. Take away the pain by doctoring the effected points. Our toothache drops will go into the seat of the trouble and take away the the pain quicker than any remedy you ever used. The Santa Rosa Pharmacy.

## Drug Store—*Oakland Enquirer* **Please the Children**

Next Sunday is Easter Sunday, so don't forget your Easter Egg Dyes. Few things please a child more than Easter Eggs. We have the dyes in 5 cent packages, in tablets, calico papers and liquid marble. You can get all the colors of the rainbow in a 5 cent package. The dyes are harmless. Bowman & Co., Druggists 951 Broadway.

## Optician—*Sacramento Bee* **EYES**

often seem fitted when they are not. One eye may be properly fitted and doing all the work. School children, particularly, should have careful attention by a regular graduated optician. Chinn, graduated optician. Opposite Post Office.

## Dairy—*Oakland Tribune*

Is there any emulsion quite so good as fresh, thick cream for children and invalids? You may think so; doctor doesn't. Jersey Milk, Cream and Butter Co., A. E. Fox, Prop., 1259 Broadway, Tel. Main 204.

## Wood & Coal Yard—*Petaluma Budget*

### **The Burning Question**

now is "Where is the best place to buy wood?" A visit to my yard, just east of the Washington street bridge, will settle it. See me about it at once. Robert Woods.

## Dressmaker—*Stockton Mail*

### **Graceful Lines**

and perfect fit, combined with comfort, which are so much admired and envied in well-dressed women, do not come by accident and are not due to a fine figure. All the garments designed by me are cut scientifically, adapted to the individual figure, and artistically finished. Tailor-made gowns. Mrs. Ione C. Pearl, 410 East Market st.

## Drug Store—*S. F. Evening News* **Fountain Syringes**

that are continually "going wrong" are a nuisance. We have all grades and prices from 70 cents up to \$2. All but the cheapest quality we keep in repair free of charge for one year. Perrin & Stephenson.

## Tailors—*Stockton Independent* **Every Man in America**

would have his cloths made to measure if he fully realized how much more comfort, more stylé and more money's worth he gets when he buys his garments that way. It isn't odd that a man who has once worn a made to measure suit hardly ever goes back to a ready made. "Buy of us—we'll save you money. The Wardrobe. 120 East Main st.

## Crockery—*Oakland Enquirer* **At Five O'clock**

What is more refreshing at this hour than a delicious cup of tea, but to make it thoroughly palatable a dainty service is required. What do you think of a Tea Set comprising Tea Pot, Sugar Bowl and Cream Pitcher of dainty, Fine China, handsomely decorated? These for Thursday, Friday and Saturday at 75c set.

In conjunction with the above special articles we shall offer for these three days Cook & Co's 35c China Cream Pitchers at 13c each, and Cook & Co's exquisite Sugar Baskets, something dainty and entirely new, sold by them at 60c and which we now offer to you at 20c each. ~~Remember~~ Remember Thursday, Friday and Saturday only. A. H. Ackerman, S. E. Cor. Fourteenth and Washington sts.

## Dry Goods—*S. J. Mercury*

### **Wrapper Weather**

Our new spring wrappers are now ready—handsome, graceful fitting goods. A fine Jaconette wrapper, Valenciennes lace trimming or ruffle, full skirt, deep hem—\$1.25. Trade Palace, 40-44 South First street.

## Drug Store—*Redding Free Press*

### **Drop in Drugs**

Have you noticed the fall in the price of drugs in your town of late? Many have and the secret is this: We have a new stock, and chemically "pure drugs" are produced much cheaper now than formerly. Had we purchased our stock a few years ago we would have paid more for inferior goods, as processes are much improved now; but having bought an entirely new stock at latest market prices, we are prepared to give you, our customers, the advantage of selecting from new goods at new prices. Prescriptions honestly prepared. Putman & Walker.

# Some Elements That Lead to Success in Retail Advertising

The first element is to have something to advertise that the people want, and to be able to sell it at a price they can pay. The tendency is towards lower prices in everything, and the advertiser who can quote the lowest price generally gets the trade. This element has built up the modern department store in the face of a general feeling of opposition to such aggregations.

Having the goods at the proper price, the next thing is to be able to convince the people of it by giving publicity to the fact.

There is many a good store with good goods in it that does a poor business because they do not understand the problem of publicity.

And there is many a poor store with poor goods in it that does a good business because they do understand advertising.

The good store would do a good business if it had good advertising; and the poor store would do a better business if it had better goods.

Advertising seems to be a complex and mysterious thing to most business men. A man who knows the cost of his goods to a fraction of a cent, and what he can sell them for; who can judge credit and keep close run of all the details of his store business will be totally at sea when it comes to advertising that business. The reason for it is that it is outside of his business; it is reaching out into an unknown field; it is dealing with human nature at long range. It is something like the first attempt at talking to somebody on the other end of the telephone. Even though it be your dearest friend you find much difficulty in being natural. When you learn to talk naturally telephoning becomes as easy as face-to-face conversation.

So with advertising. The beginner finds it almost impossible to express himself in type. He forgets that his reader is a human being like himself who wants to be talked to naturally, honestly, simply.

\* \* \*

Charles Austin Bates says that advertising reduced to its simplest terms is news; store news. It is telling the people where, and what, and how much.

The first point then to be learned about advertising is to treat it as store news; to tell your readers plainly and briefly and truthfully, what you have and how much you will take for it. If they want such an article the news will interest them; if they don't want it, you will have made a favorable impression, and when they do want it, or want something else which you have they will come to you for it.

Having learned to tell your store news, the next element to success lies in substantiating the statements you publish, thus building up a reputation for reliability. No matter how good your advertising, if those who come to your store in answer to it are disappointed, that advertising is wasted.

Profitable advertising is that which brings customers to your store again and again. No retail business can succeed through one-time purchases. If your advertising brings a person to the store who makes a purchase, and that purchase does not make a customer of that person, then you have not received sufficient benefit from your advertising for it to be profitable.

\* \* \*

It is a fact not well recognized that the people are more interested in what you have to say to them than you are yourself. It is more important for the people to know where and for how much they can buy that which they want than it is for you

---

\*From "Talks with Advertisers" in the Sacramento Bee, April 8th.

to sell it. The advertiser who learns this fact and learns it well has made the greatest step towards successful advertising and good business.

Another fact not well recognized is that people read regularly the advertising for months, and sometimes for years before they come to the store to make a purchase. When this fact is recognized by the merchant, he will see how necessary it is to so write every advertisement that it will carry a favorable impression of his store and of his goods, and of himself.

Still a third fact that bears upon the success of retail advertising is that customers take a friendly interest in the store where they trade, which friendly interest can be increased or augmented to such an extent that a personal feeling of friendship towards the store can be built up even where the proprietor of the store is totally unknown except by name to the customer. A year ago I stated this fact to a large retail firm in San Francisco, and it was received in utter astonishment and with doubt. To-day that firm indorses my view from having seen so many instances of it within the past year that it is incontrovertible.

\* \* \*

The man who writes the advertising for the store must be in touch with the store itself and with the salesmen; and the salesmen must take sufficient interest in the advertising to help the advertiser, not only in preparing the advertising, but in intelligently handling the trade which the advertising brings.

A great deal of good advertising is wasted by the fact that sales-people are not in touch with it. In large stores this is the most serious drawback that the advertiser has to contend with.

\* \* \*

The next thing is seasonableness of your news. Just like the newspaper whose contents must be fresh and timely, so must your advertising bear upon present needs. The advertiser has to be a little in advance

of the season, he has to anticipate the needs of his customers.

As to the advertisement itself, it does not need to be large unless you have lots of things to talk about; it should be as brief as it can well be and give the necessary information. Better give important information in small type than to shout unimportant information in big type or to use ornamental devices which distract the reader from the news the advertisement contains.

Display in the advertising means that form which attains prominence; and simplest display is generally the most prominent.

\* \* \*

Here are two advertisements which illustrate most of the foregoing elements. They are made prominent by simple display; they tell store news briefly and concisely; they impress you with their truthfulness; they were timely, having had a direct bearing on the needs of a great

## Money in Printing,

if you use the right kind. That's the kind we do. Right composition, right stock, right ink, right presswork, prices right, everything right. Try us.



The Geo. L. Claussenius Co.

411 MARKET ST.

Phone Red 1653

SAN FRANCISCO

many housewives at the time they were used:

## Fruit Jar Safety

is worth paying a little extra for. Where you save a few cents by buying cheap jars you may lose a dollar in spoiled fruit.

It's cheaper in the end to use the

**"Celerity" Jar**

and to put new rubbers on your old jars every year.

**R. H. SMITH & CO.**

59 JAY STREET

**"Walk in and look around."**

## Currant Jelly Week.

If you get the jelly on the fire and then find that you are short of tumblers telephone us or send a boy. We make a point of quick delivery and we take special pains with jelly tumbler and fruit jar orders.

**R. H. SMITH & CO.**

59 JAY STREET

**"Walk in and look around."**

The next element, and in some respects the most important because without it all other elements will cause the advertising to fall very short of complete success, is permanency. "Keeping everlastingly at it brings success," is the motto of one of the largest advertising concerns in the world. Short time advertising for a retailer is generally money wasted, but I do not think there is a retailer anywhere who advertises persistently but what makes it pay him, even though every other element of success is lacking or is very weak.

The advertiser should be before the people with his store news every day, just exactly as the newspaper serves to its readers the news of the world every day. And the advertiser who misses a day misses business just as the reader who misses his paper misses the news.

It is acknowledged by practically all advertising authorities that the most profitable advertising is that which appears every day in the year, and the next profitable is that which appears every other day, and so on down.

A secondary element is regularity; the advertiser who is in this month and out the next gets less business than if he expended the same amount of money in the two months. And the man who advertises only in the holiday season has not learned the first principles that underly success in advertising. If an advertiser cannot afford to advertise every day, let him advertise once a week, and every week in the year. If he cannot advertise once a week, let him advertise once a month, and every month in the year. And with regularity and persistency, eventually he will come to advertise more frequently and more profitably.

FRED'K VAIL OWEN

### Dentist

I CAN SMILE BECAUSE I had my dental work done by Dr. Spaulding, Bridgeport, Conn.

PLATES THAT FIT the mouth; teeth that chew and don't break.—Dunlop Dental Co., Spokane, Wash.

### Dry Goods

OUR WINDOW DISPLAY gives you an idea of the character of the goods, but a closer inspection is necessary to a full appreciation of their beauty.—Eastman Bros. & Bancroft, Portland, Me.

HOW MANY OF THE NICEST THINGS in life grow on the other side of a barbed wire fence in "I can't afford it." If ever the "I can't afford it" came between you and a nice dress it's not there today — not even a stake hole to show where it stood, for every day this week we give 10 per cent discount on our wool or silk-and-wool dress goods.—J. R. Libby & Co. Portland, Me.

"AYE, THERE'S THE RUB"—but to rub one wants good towels—that's why we are always speaking about them. This store's towels are the sort worth taking home, even if the prices be small.—William H. Elliott, Detroit, Mich.

FOR YOUR GOOD, sir, we still hang to the subject of heavy underwear. There is nothing in winter underwear that cannot be found here.—Chamberlin & Shaughnessy, Hartford, Conn.

OF ALL DEPARTMENTS that of wash goods possesses a freshness peculiarly its own. The delicate tints and gauzy fabrics send forth a tempting influence and wise is the shopper who appreciates the importance of an early selection.—Case, Gravelle & Ervin, Butte, Mont.

IMPRESSIVE PRICINGS ON SPRING SILKS. The art of Oriental silk wearers joined to French taste in design gives us productions such as will challenge the admiration of the most critical silk buyer.—Strawbridge and Clothier, Philadelphia, Pa.

LOTS THAT ARE TOO LITTLE and lots that are too big must be sold out, and sold down, to do right store-keeping.—John Wanamaker, Philadelphia, Pa.

A LIST OF LUXURIES. Not an article that you could not dispense with, but not one that you would care to do without.—L. S. Ayres & Co., Indianapolis.

BIG ADJECTIVES ARE BAD WORDS for advertisers. They are omitted in our store news. Goes hard to drop them when they fit our goods and prices.—John Wanamaker, New York.

### Jewelers

JUST A WORD and that word is RELIABILITY. It is the foundation of every successful jeweler's business. People like to buy with the knowledge that the goods are all that are claimed for them.—Hayles, the Jeweler, Spokane, Wash.

WE DON'T THINK we could hurt anyone's feelings with such prices as we are selling jewelry for.—J. F. Carr, Jeweler, Kenton, Ohio.

THE PULSE OF A WATCH. If your watch is running irregularly—doesn't beat 60 to the minute—bring it to our store. No feature of our business is receiving more attention just now than our watch repairs.—J. F. Carr, Kenton, Ohio.

ENGRAVE IT ON YOUR MEMORY. We always do what we advertise.—Menkin's, Memphis, Tenn.

THIS IS WATCH WEEK. Watches for every lady; watches for every gentleman; watches for everybody. Credit is the way we sell goods. No house will or can equal our prices—hence it is nonsense to turn all your money over to the cash jewelers when you can buy the most worthwhile goods here on such wonderfully easy payments.—Castlebergs National Jewelry Co.—Baltimore, Md.

## SANTA CLARA COUNTY

### SAN JOSE

Known as the Garden Spot of California; population, including suburbs, 30,000; twenty-three daily trains to San Francisco; the trading center of one of the most populous districts of the State. Its three daily papers give a metropolitan service, and are classed with the leading journals of the west.

The best people in  
Santa Clara County  
Read the San Jose  
Evening News  
It's a live paper

The Leading Journal  
between  
San Francisco and Los Angeles

## THE MERCURY

EVERY DAY  
IN THE YEAR

## SAN JOAQUIN COUNTY

### STOCKTON

One of the leading cities of the State; "the manufacturing city of the Pacific," and the "gateway to the San Joaquin." Population, 22,000. Annual output, \$13,000,000. Stockton is the grain and flour center of the State, and one of the best evidences of its prosperity is seen in the crowded conditions of the advertising pages of its three dailies.

### The Evening Mail

CONLON & NUNAN, Props.

Established 1858

Only morning Journal  
in the city

### Stockton Daily Independent.

The paper for the family, the merchant  
and the advertiser.

## Where and How to Advertise?

Your efforts in behalf of better advertising, as portrayed in your admirably arranged, handsomely printed monthly exposition of modern advertising, the AD BOOK, are certainly praiseworthy. I have followed you closely for some months by carefully reading each issue and am free to confess that you have hit a large percentage of the advertising public some very hard raps, and deservedly so. There is no chance for an argument as to the fact that a vast amount of money is annually paid for worthless advertising, worthless to the advertiser, because of its peculiar unfitness; not necessarily the fault of the mediums selected, but from the style and kind of advertising matter presented. "Where and How" to advertise are the secrets that advertisers must learn before their investments in this direction will prove profitable and satisfactory.

First, to be able to write a clever, attractive ad is an accomplishment that every business man does not possess. It requires special tact to convert a blank space into a profitable solicitor.

Second, to insure lasting results, the article or articles advertised must possess real merit in order to back up the ad. What merchant would send his traveling men out on the road at a heavy daily expense, and permit them to display old style out-of-date samples, depending upon his past reputation to lead the prospective buyer to draw upon his imagination as to the quality and style of goods that might be delivered? A large percentage of the advertising done in the past, as well as at present, is ineffective for the simple reason that the style is poor and out-of-date. The ad is not permitted to solicit or appeal to the public.

What show would a traveling salesman stand, in this day of keen competition, if the house he represented sent him on the road

with instructions to visit the trade in his line and solicit orders by entering the store or business office, inquiring for the proprietor or the buyer, and upon meeting him, present the firm's business card and ask, "Is there anything needed in my line to-day?" and upon receiving an answer assuring him that the house was not in need of any of his wares, take his departure and say, "Whenever you are in need of any goods in our line, we would be pleased to serve you. Good day." This might be a very gentlemanly way of trying to cultivate trade, but surely not an effective way.

The salesman who walks into the store or business office and announces himself in a pleasant, good natured way by saying, "How do you do Mr.———" (calling the proprietor or buyer by his name), "I am pleased to meet you," and after a few informal remarks asks, "Are you disengaged at present?" or "Have you a little leisure time on your hands? If so, I have a full line of samples of new up-to-date goods, real bargains, trade winners, and you surely should look them over." If the salesman finds that his listener is interested he leads off and commences to display his more attractive samples; or, on the other hand, if the buyer is particularly busy, he makes a positive engagement and meets the buyer at the appointed time and goes over his samples enumerating their merits and naming prices. In nineteen cases out of twenty such a salesman will prove a success, while the business-card salesman will make a dismal failure.

It is much the same with advertising. The ad must be given a fighting chance. It must to a certain extent be a solicitor, and not upon the lines of "I represent the house of ——, and if you need anything in our line, we would be pleased to serve you." That method of soliciting is too cold-blooded for the age in which we are

working. Let the ad represent something, and that something in a forcible manner, and the money spent for advertising will bring good returns. I do not believe that an advertisement of sheet music or church organs should be displayed in a hardware journal. Select a medium which reaches the class of people you desire to deal with, or the public that you naturally expect will buy your wares. Money paid for space on the margin of maps and lithographs of war ships, of which the entire circulation is made up of one copy to each advertiser, is money virtually thrown away. Frequently as much money is paid for a small advertising space in these "one-time schemes" as you would pay for a good sized yearly ad in a legitimate weekly or monthly publication devoted to the business represented by the advertiser. The much too common practice of exchanging ads with a few business rivals is time and money thrown away. The one-time ad is of little or no value. To succeed in business you must keep everlastingly at it. This is also true of advertising.

B. N. ROWLEY

Editor California Fruit Grower.

#### Tailors

THE SERVING MAN requires one kind of cloth and pattern, the visitor another. Our stock will be found to be varied and suit all classes. We have no cheap system. Your clothes will be fitted and cut just like your millionaire friend's are. There's an advantage in this; try it.—N. Johnson & Co., Spokane, Wash.

THE WAY TO WIN A WOMAN is no secret to the man, but a nice suit of clothes, well made—such as we are now making at special low prices—will help you.—Trumpfkeller & Kaufmann, Kenton, Ohio.

BACK IN NEW YORK a dozen years ago we wouldn't look at a man under \$40 for a suit. We got an idea once—an idea that everybody would wear tailor-made clothes if prices for good work were lower, and we acted on it. Come and see the quality of our \$16 and \$18 suitings.—Guarantee Tailoring Co., New Haven, Conn.

IF YOU...  
WISH TO **Advertise**

In newspapers anywhere at  
anytime, call on or write to

**E. C. Dake's Advertising Agency**

64 and 65 Merchants' Exchange,  
SAN FRANCISCO

'Phone Main 1063.

Everybody reads

## THE PRESS DEMOCRAT

Santa Rosa, Cal.



Isn't that the kind of a  
paper to advertise in?

**PATRICK & CO.**  
**RUBBER STAMPS.**  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

ADOLPH MEESE  
PRES.

GEO. W. CRADDOCK  
VICE-PRES.

## BROWN, MEESE & CRADDOCK

(Incorporated)

## Printers

419 SACRAMENTO ST.

BOOK AND JOB WORK  
OF  
EVERY DESCRIPTION

FINE  
HALF TONE  
PRESSWORK

CATALOGUE WORK A  
SPECIALTY

TELEPHONE MAIN 530

### Shoes

OUR CLAIM as to shoes. Better shoes at equal prices—equal shoes at lower prices.—Ransome, Garrett Shoe Co., St. Joseph, Mo.

IF A CERTAIN SHOE is good enough for us to sell, it is good enough for us to carry a full line of. Some stores have a good many widths on a very few kinds; some have a very few widths on a great many kinds. We have a great many widths on a great many kinds.—W. K. Mollan, Bridgeport, Conn.

KEEP HIM HOME NIGHTS. Buy a pair of easy slippers and make his feet glad.—F. D. Alkire's Sons, Denver, Col.

WOMEN WITHOUT BOOTS built expressly for winter are on the short road to ill health.—New Haven Shoe Co., New Haven, Conn.

BOYS AND GIRLS DELIGHT in such good, wearable shoes. Parents delight in our prices. We delight in being able to give such shoes at such prices.—Millers, Rochester, New York.

IT'S THE QUALITY, not the talk, that makes the shoes wear. Heywood Shoe Store, Buffalo, N. Y.

### Clothiers

PERFECT GARMENTS and the top notch of fashion. You are invited to look at them.—Greeley, Hartford, Conn.

"THANKS! But it's getting late, so I'll make the old things do," writes a customer. Look out! Winter has only been napping, then there's next winter—and then our price is.—Rogers, Peet & Co., New York.

A WEEK FOR "WORKINGMEN." We say "workingmen," for those who toil know the value of a five-dollar bill saved, and this promises to be the greatest week of saving during our great annual clearance sale.—Mockett, Toledo, Ohio.

SOME CELEBRATED MEN have boasted that they never owned and never used a dress suit. Perhaps they were never tempted. Had they seen those we are offering, their contempt would change to admiration and we would see some more men correctly dressed.—Spirus & Pincus, Mobile, Ala.

MIGHTY LITTLE PROFIT on one suit That's a good thing for you. More on 100 suits. That's a good thing for us. But we must sell the 100 suits. Hence these prices.—The Utica, Des Moines.

THERE ARE JUST 527 better dressed men in Buffalo than there were two weeks ago when we announced our special clearing up sale.—Block Tailoring Co., Buffalo, New York.

WE'RE SIMPLY MEETING dyspeptic business conditions with the pepsin of low prices.—Rogers, Peet & Co., New York.

### Pianos

JUDGE PIANOS by their weakest point, not by their strongest. Almost any piano has some good point. The one that has most of them is the one to buy. We don't know of any piano that has more good qualities than the Vose.—C. Fred Kranz Co., Baltimore, Md.

WHEN YOU BUY A PIANO you want to know the sweetness will not wear off the tones as a wash gold will wear from brass. The Kranich and Bach piano gives perfect satisfaction.—M. Sonneberg Piano Co., Bridgeport, Conn.

## ALAMEDA COUNTY

Below are listed the leading journals in Alameda county. This is one of the most populous and wealthy counties in the State, and is a fertile field for all classes of advertisers. The local journals are enterprising and newsy, and a liberal patronage extended to these journals will bring gratifying results to the advertisers.

For the BEST RESULTS  
Advertise in the

### Berkeley Daily Gazette

Advertising Rates on application

BERKELEY, CAL.

City  
Official  
Paper

### Evening World

The Leading Paper of the University Town  
F. MARQUAND, Manager Ads bring returns

### Oakland Tribune

"Best paper in Oakland"—*Printers' Ink*

## A Good Advertisement

in a good newspaper, like the Oakland Enquirer, is a good investment. It is always busy—never sleeps. In Oakland there is no paper as good as the Enquirer.

Ask Hadley about it.

Oldest and Best  
Paper in Alameda

### The Daily Encinal

G. F. WEEKS, Editor

# BUSINESS HELP FOR BUSINESS MEN

Practical advertising taught by the Fowler Correspondence School of Advertising, Boston. An up to date movement that places within easy reach of every bright progressive business man a way whereby he may perfect himself in the science of advertising, sell his goods more readily and make larger yearly profits from his business. Write for full particulars to

FRED'K VAIL OWEN  
PACIFIC COAST AGENT

San Francisco, Calif.  
1405 Call Building

TELEPHONE NO 95

COMMERCIAL BANK & INSURANCE WORK  
A SPECIALTY

*FOLLOWING*  
*Lithographing*

DESIGNERS ENGRAVERS  
LABEL & COLOR PRINTERS

418 422 COMMERCIAL ST  
SAN FRANCISCO

E. L. HEUTER, President  
LINCOLN H. LEWARS, Manager



'Phone Main 1319

413 Commercial Street, S. F.

FINE LITHOGRAPHIC AND PRINTING INKS

# Our business is to illustrate your business.

We make engravings for all kinds of work : Catalogues, books, souvenirs, newspapers, letter-heads, etc. Color work a specialty. The class of work we turn out is strictly high-grade. Our prices are reasonable. If you have any engraving, call on us, see the grade of work we do, get our prices. Satisfaction guaranteed.

**Union  
Photo-Engraving  
Company**

**523 Market Street  
San Francisco  
California**

Phone Main 5303

# You need Fowler's Publicity

A COMPLETE ENCYCLOPEDIA OF ADVERTISING  
AND HOW TO MAKE IT PAY

Fowlers' Publicity contains over 1000 pages and over 2000 engravings. It presents to the world of business all there is in printers' ink, it spreads before you thousands of suggestions, all of them practical, none of them theoretical, and all of them adaptable. Open it where you will, and you will find something of benefit to you. Study it, and there is something the matter with you if it doesn't make you make more money. Write for full particulars to

**FRED'K VAIL OWEN, Pacific Coast Agent**

**1405 CALL BUILDING**

**SAN FRANCISCO, CALIF.**

Furnished by Bonestell & Co. { **FALCON COVER PAPER** } 401-403 Sansome, St., S. F.  
(London Tan)

SAN FRANCISCO

MAY, 1898

# The Ad Book

A MONTHLY EXPOSITION OF MODERN  
ADVERTISING

## CONTRIBUTORS

ROBERT C. OGDEN - - John Wanamaker, N. Y.  
Advertising as a Business Force.

SAM P. JOHNSTON - - Goldberg, Bowen & Co.  
Plagiarism in Advertisement Writing.

NATH'L C. FOWLER, JR. - Fowler's Publicity  
Headlines.

FRED'K VAIL OWEN - - in Sacramento "Bee"  
Advertising During the Summer Months.

Street Car Advertising; Some Good Avertisements; Reproductions  
of Eastern Advertising; Notes and Editorial Comment.

FRED'K VAIL OWEN, Editor

Published by THE AD BOOK PRESS 1405 Call Bldg

SUBSCRIPTION PRICE \$1.00 A YEAR

# Fowler College of Advertising

assists its members to a more effective use of advertising and printing and in every way aids them in their efforts to build business by the use of printers' ink. Mr. Fowler who conducts the College has had twenty-seven years of hard, broad, concise and practical experience in printing, engraving, lithography, press-work, reporting, editing, writing, and in the management of mercantile business. No one interested in better advertising can afford to miss a chance in this modern up-to-date school. No business man can do better than to write for the fullest particulars regarding this new method of teaching the best way to use the greatest force in present day business methods: Advertising.

**Fred'k Vail Owen**

Pacific Coast Agent

1405

SAN FRANCISCO

CALL BUILDING

CALIF.

## A PERFECT PAPER

For

## HALF TONE WORK

American enamel. Cheaper than coated paper and BETTER. A trial will convince you.

**BONESTELL & CO.**

Sole Agents

401-403 Sansome St.

Telephone Main 133

SAN FRANCISCO

## Send \$1.00

for a years subscription to the AD BOOK, and I will write you a letter criticising any advertising, booklet, or catalogue you may send, showing its weak points and how it may be made better.

Or I will answer any definite question about your advertising you may ask.

FRED'K VAIL OWEN  
Call Building  
S. F.



# The Ad Book

A Monthly Exposition of  
Modern Advertising

VOLUME II

SAN FRANCISCO, MAY, 1898

NUMBER 5

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES:

On cover, \$50 a page; \$25 a half, \$13 a quarter.  
Inside pages, \$25; half page, \$13; quarter page, \$7.  
Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FRED'K VAIL OWEN

OLSON BROTHERS  
Grocers and Tea Importers  
Berkeley, Cal.

Editor AD BOOK:

Enclosed find our "Price List," which many have told us is very good, but we would rather hear it from you.

By the way, can you tell us where we can get a book on tea?

Enclosed find \$1 for subscription to the AD BOOK.

Yours truly,

OLSON BROTHERS

Grocery price-lists are generally dry affairs, generally bulky, and generally "cheap." The first fault is hard to remedy, but not the latter two, as Olson Brothers have proved.

The first page carries a half-tone of the outside of the store, the third page an interior view, and interspersed through the prices are half-tones of the goods priced.

Printed on an unusually good quality of paper, in two colors, with embellishment of

pictures, the price-list serves its purpose well. If I lived in Berkeley, I think that price-list would get a trial order out of me. I should expect goods of good quality and businesslike treatment.

Mechanically, the only fault is that some of the engravings are very poor. Good cuts or none, is the only rule safe to follow.

The only other fault I see is, "Goods delivered free within 100 miles of Berkeley." That's a pretty sweeping offer, undoubtedly well meant, but probably misleading.

There is good business talk in it—not a whole lot to make you weary, but a few sentences like these:

Cash—"It's the only right way to do business."

Our goods are worth the money paid. If you are not satisfied with goods purchased, return them and get your money back. If any mistake is made, tell us of it; we will rectify it gladly.

Buying for cash, we are able to buy at a very low price; selling for cash saves us the salary of a bookkeeper, a collector and a drummer to hunt up our customers.

Careful, competent, courteous clerks—men who know their business and attend to it. You don't have to wait to get your orders filled; you don't have to hunt up a man to fill it; we know what good service is, and we see that you get it.

In answer to the inquiry for a book on tea, would suggest, "Tea, Its History and Mystery," price \$2; or "Tea Blending as a Fine Art," \$1. Another excellent work is "Coffee, Its History, Classification and Description," \$2, all by Joseph M. Walsh, an acknowledged authority on tea and coffee.

## THE EMPORIUM AND GOLDEN RULE BAZAAR.

Editor AD BOOK:

How is the enclosed for a grocery price-list? We never solicit ads from the wholesalers. Note the quality of paper, press work, etc.

W. E. JOSLYN, Adv. Mgr.

It begins to look as though grocery price-lists were to be redeemed from their demerit, and made what they ought to be. This from the Emporium is in convenient form, a long, narrow page taking the place of the usual wide page with its many confusing columns of small type.

Good paper, large type, two colors of ink, a handy arrangement and a comprehensive index, make this price-list one of convenient reference. A heavy cover, and a string to hang it by, will keep it from being lost or destroyed.

The revolutionary feature of the price-list, however, is the absence of advertising. For a grocery house to issue a price-list, and not ask the wholesalers and manufacturers to pay for it, is a new deal. A good price-list is a good advertisement for the house that issues it, but its advertising value for others is problematical.

Yet a species of mild blackmail fills most grocery price-lists with valueless advertising.

Publishers and advertisers who wish to see a model country newspaper, one that is clear out of the rut and run of country papers as we know them, should send for a copy of the "Columbia, Missouri Herald." There is none to compare with it, anywhere.

## Classified Advertisements

## FOR SALE

**A** BRAND new Neograph, the most perfect stencil duplicator; folio size; printing surface 11 x 16 inches. Will sell for 25 per cent. less than cost. AD Book Press.

## WANTED

**N**EARLY COMPLETE files of Printer's Ink. Will exchange back numbers for back numbers of any other advertising magazine. Address, Printer, care AD Book.

**E**VERYBODY HAS THEM. Unbound copies of magazines under dates 1894-5-6-7. Look them up, send me a list and state price wanted. I. M. R., care AD Book.

**\$10 FOR AN IDEA.** I will pay \$10 for the best plan of getting subscribers for the AD BOOK. Parties competing must themselves be subscribers. If you are not now a subscriber send \$1 for a year's subscription with the plan you submit.

FRED K VAIL OWEN, 1405 Call Building, San Francisco, Calif.

## WINDOW TICKETS

**E**DWARD A. COHEN, maker of Show Cards and Window Tickets. Advertising and Poster Designing. 759 Market Street, opposite Phelan Building. Telephone Main 372.

# Good Cuts

of furniture, machinery, stoves, crockery; of stores, buildings, scenery, etc., for catalogues, booklets, price-lists or other advertisements, require good photographs.

I make photographs of anything, anywhere, anytime.

**R. J. WATERS**

Commercial Photographer

110 Sutter St.

Phone Clay 912

## Dollars for Dimes

A small amount of money invested in good printing will invariably pay dividends. This is no speculation but a cold fact. A well printed booklet will bring into your coffers dollars in returns for dimes in outlay. We will print you 1000 business bringing booklets for \$10.

**F. H. ABBOTT, Printer**

Telephone Main 1299

316 Battery St., San Francisco

# Advertising as a Business Force

*By Robert C. Ogden, of John Wanamaker's, N. Y.\**

I should say that one mistake of the advertising merchant is, that he does not take advertising sufficiently seriously. It is regarded as an element that is somehow important but yet a little strange. It is not thought of, I think, generally, as holding the very serious and important relation to the public at large and to the business itself that it really should occupy. Therefore, I think that a retail merchant cannot possibly exaggerate to his own mind the importance of the relation of his advertising to his business. Perhaps some little remarks that I may be able to drop further on may make this a little more clear.

I now propose to put in a fragmentary way several things that come to my mind through experience. One most important thing is this. When a man has anything which he wishes to bring before the public eye for sale, he is an Ishmælite. Every man's hand is against him. The servant he meets at the door, the butler that he reaches after passing the servant at the door, are against him, and if his printed matter reaches the owner of the house, it is as often as not put in the waste basket. Every element within the house is combined to prevent what he may send through the mail reaching the person for whose eye it is intended. Therefore, the influences of the residence are all against him. To reach the eye of the recipient he must appeal to his taste. If he displays anything in the shape of a poster, it must be done in such artistic style that it will arrest the attention of the passer-by.

Another experience that exists largely in ordinary advertising is the waste of money. There have been many calculations concerning the vast sums of money expended upon

advertising in this country. I do not recall what their magnitude is, but the figures compiled by intelligent observers are really astounding. I think if we could manage to analyze that expenditure of money, we would find that a vast percentage of it, probably one half, is entirely wasted. One reason for this waste is that the advertiser does not regard his advertising with sufficient respect. If he would take it more seriously, he would study its principles and its methods, and would save a great deal of money.

Then, also, a great deal of advertising fails of its results because the advertiser gets discouraged. The most successful advertising that I have ever known is that which has been exploited on a very large scale. The man who has had the courage to advertise to a certain extent, and spend \$20,000, should have the courage to spend another \$5000 and vitalize all the rest. Lack of courage is one of the most common experiences of advertisers. I am speaking now of newspaper advertising, and that connected with general merchandise. I do not know anything about exploiting proprietary articles.

When a man has taken up the subject of advertising, he should reach a theory, and having reached one which his judgment will approve, he should stick to it very thoroughly all the way through. But unless he has the resources and stock of merchandise at his back, with the command of capital necessary to enable him to do the courageous thing about it, he had very much better not advertise, but go out of business and try something else.

Taking this matter of advertising as a business force, we could divide the subject almost exactly as the theologians do, into its subjective and objective side.

\*From an address to the Members of the Merchants' Association, N. Y.

To go back to what I have said already: the lack of seriousness in advertising causes it to lose its subjective character, because advertising taken seriously in the retail business makes the policy of the business; it is the fundamental thing; the corner stone. Therefore it demands the attention of the head of the business. I cannot think of any concern so large in its affairs, so extended in its ramifications, with so many responsibilities resting upon the head of the business as to make the advertising subservient to the general management of the business; to make the head of the business ignore the advertising. If I had the time to pursue this subject here—which I have not—I could prove this to be true. Perhaps a little suggestion may vindicate the proposition.

The manager of a department, and his salespeople who are to sell the goods, should be told the policy of the head of the business, so far as advertising is concerned, and the way the matter is to be presented to the public, so as to arouse the interest of all. That does not take much time. Five minutes a day devoted to each distinct interest would be sufficient. It is important that the man at the head should vitalize the business by making everybody feel and know that the advertising, the address to the public, is made in conformity with his wishes, under his supervision, and is absolutely a part of his plans for disposing of his merchandise. This being so, the proposition, that the advertising of a well ordered establishment makes the policy of the business, is really correct.

Advertising is the pulse of the business, the movement, the circulation.

On the other side, objectively, that is to say toward the public who are spending their money in small or large amounts, the question has to be carefully considered.

The column of the newspaper is the merchant's rostrum. It is his pulpit. It is his stump. From that he addresses the public

at large. From that he speaks to his constituency, to his audience. Advertising is the channel through which the merchant speaks to the people he desires to address. His advertising is the test of his character. It must be true. As he speaks, and as the people have an opportunity to judge of the truth of his printed utterances day by day, they will form their estimate of his character. His character is the soul of his advertising; and therefore it must always be true.

But if a man does not intend to waste his money in advertising, he should be sure that it never is stupid. It should be put in simple and forceful language. One of the most distinguished literateurs in the country, addressing a class of students at one of our foremost universities, laid great stress upon simplicity and force in the use of the English language, his instruction reaching all the way from advertisements to leading editorials; and he selected the advertising of the house with which I am associated as an illustration to be considered by this mass of learned young men who were receiving the highest education obtainable in this country.

This confirms an opinion that I have very long held, that advertising has taken its place in the literature of the land. It is one of the marks of the development of the intelligence of our country. Intelligent readers are looking at it, not only as a mere exploiting of merchandise, but as a characteristic literature of our times.

I pause here for a moment to speak of the experience of a friend of mine who visited Gladstone, the grand old man, not very long ago. "Before I leave, I would like to ask you one question," said my friend. "What is it?" said Mr. Gladstone. "I want to know why it is that you have the American editions of the monthly magazines that publish English editions?" "Oh," said Mr. Gladstone, "I subscribe for the English editions for my wife, and for the American

editions for myself." "Why?" "Because I want to read the American advertising. I want to read it for several reasons. It interests me as reading. It interests me on account of the high character of its illustration, and it is one of my means for gauging the material prosperity of the country." I think that is a little example in the line of what I was trying to say just now.

Advertising should be always in the best English. I do not always agree with what I see on the editorial page of *The Sun*, but as the channel through which I can get inspiration in speaking good English, I like to look at it every day. Its standard is immensely high; and it teaches the lesson that, in order to gain the respect of an intelligent community, advertising must be in first-rate English. That cuts both ways. It not only commands the respect of the intelligent and critical reader, but it conveys its sense to the ordinary and uncritical reader far more clearly than can be done by ambiguous and stilted phrase.

The matter of illustration has a very important relation to modern advertising. The time has gone by when wood cuts made by carpenters will do for newspaper advertising. The time has come when the commercial man must not only have good English in his trade announcements, but good illustrations as well. Until recently very little importance has been attached to the illustrations for advertising in the daily papers. Illustration for advertising purposes is very often like poster work. It is suggestive in the artistic, — if not in the moral, — character of the subject (as is the case with much theater illustration). But commercial art has come to occupy a very important place, and it is entirely useless for a man to expend \$200 or \$300 in an advertisement in newspapers that charge the magnificent rates of our New York press, and then save ten or fifteen dollars in an illustration. He had better have his

illustration of the highest artistic character he can get.

There are many things we might say about this matter of advertising in lines cognate to illustration. We cannot afford to spend our money on advertising unless we have good typography. As the subject-matter of the advertising ought to be good English, and the illustration, if illustration is used, ought to be good art, so the printing ought to be good typography. It is best always for a continuous advertiser — and no advertising is valuable unless it is continuous — to use good, bold, clear, legible type, easily read but characteristic, so that whenever the paper is opened the reader will know at once that it is Jones's, whether he sees Jones's name or not. And if Jones has a literary character and a moral character, you will be very apt to read what Jones has to say.

It seems to be imagined that anybody can write advertisements. It is extremely interesting for a man in my business to notice the character of the applications that are constantly made by people who offer to write our advertisements. Ordinary people cannot do it. It is as important and difficult as the writing upon economic, scientific, and other subjects on the editorial pages of our journals. To go into a store where there is a great deal of merchandise to write upon, one paragraph in one line and another in another every day, is a task that is far beyond the capacity of an ordinary newspaper writer or any ordinary man.

I fear that I have perhaps led you to believe that I have an absolutely sure theory regarding advertising. I wish to say, in parenthesis, that many firms get discouraged in their advertising because they have not absolute facts upon which to base conclusions. All my limited experience leads me to the conclusion that to determine the particular relation of advertising to immediate sales is impossible. We cannot get the

absolute facts. We may get a drift. But the underlying principle of it is, to formulate a theory that is founded upon reason and common sense, to apply that theory by certain methods, and then to treat it precisely as we do the forces of nature with reference to the growing of grass: the rain falls and the sun shines, the earth gives forth its chemical properties, and the grass grows. I think the analogy is almost perfect. We cannot get the chemistry of the human nature that makes advertising an absolute success. But we can formulate our theories, and, when we have made sure of their relation to common sense, we can adhere to them.

If under these influences business grows and is prosperous, it is due to the controlling factors of system, merchandise, and advertising; but the advertising is the dynamic force that vitalizes all the rest.

#### Furniture

"ART WINS THE HEART," so does an artistic home win love and happiness.—A. D. Gibson & Sons, Furniture, Memphis, Tenn.

CHAIRS COUNT FOR MUCH among provisions for home comfort, and those we show in our south window are all that chairs can be as a source of restful enjoyment.—Linus T. Fenn, Hartford, Conn.

THE PURCHASING POWER of \$1 in the furnishing of a home was never greater in our history. T. F. Foss & Sons.

HERE ARE FLOOR COVERINGS as pleasing to the eye as a rainbow; materials as genuine as pure gold. Our prices are like our carpets—floored.—Pammers, Albany, N. Y.

A FORTUNATE PURCHASE made us the possessors of the stock of furniture of a large factory. As they are continuing in business we are not allowed to use their name. We will eclipse any offering heretofore made here, elsewhere, anywhere.—Keenan & John, Detroit.

THE OPPORTUNITY of all the year to "move a woman's mind." Dainty bits of room fittings for any taste and fancy throng our floors.—Cowperthwait Co., N. Y.

#### Opticians

WE ARE FAST DESTROYING the prejudice that exists against wearing glasses. We are doing it by making the relief afforded by the wearing of glasses exceed the prejudice against their use.—King Optical Co., Spokane, Wash.

FRAMES THAT FIT. No matter how well the lenses may serve their purpose, there never was a pair of good eye glasses made with a bad frame. We are especially successful in our devices to secure comfort in using glasses.—Carl Gattetson, Kenton, Ohio.

## ALAMEDA COUNTY

Below are listed the leading journals in Alameda county. This is one of the most populous and wealthy counties in the State, and is a fertile field for all classes of advertisers. The local journals are enterprising and newsy, and a liberal patronage extended to these journals will bring gratifying results to the advertisers.

For the BEST RESULTS  
Advertise in the

### Berkeley Daily Gazette

Advertising Rates on application

BERKELEY, CAL.

City  
Official  
Paper

### Evening World

The Leading Paper of the University Town  
F. MARQUAND, Manager Ads bring returns

### Oakland Tribune

"Best paper in Oakland"—*Printers' Ink*

### A Good Advertisement

in a good newspaper, like the Oakland Enquirer, is a good investment. It is always busy—never sleeps. In Oakland there is no paper as good as the Enquirer.

Ask Hadley about it.

Oldest and Best  
Paper in Alameda

### The Daily Encinal

G. F. WEEKS, Editor

# SOME GOOD ADVERTISEMENTS

Below are reproduced some good advertisements, selected from various sources. Contributions for reproduction are solicited.

Confectioner—*Stockton Record*

## Kissing a Pretty Girl

once, makes you want more. It's just the same with our candies. Try them once and you will want more. Want to know why? We make them fresh daily and use nothing but pure sugar and the most delicious flavorings in their manufacture.

A box of our mixed is a constant surprise. Each successive piece you eat tastes better than the one before and eating on, you marvel at the skill of our candy maker.

Candy like ours is healthy, because it's pure. It's the kind made of glucose that injures the stomach. Thomas, 25 North Eldorado Street.

Dairy—*Daily Encinal*.

## It's Funny

people filter water, yet drink cheap milk freely; that is some people do; our customers don't. Jersey Milk, Cream and Butter Co., Alameda.

Shoe Store—*San Jose Mercury*.

## A Shoe Talk

is most effective when the shoes do all the talking. No salesman urges you to buy the shoes we show you here. We are satisfied if you come in and look. All we have to say is right here and now—if you want the very best shoes for the least money, you will be wise to come in here before you buy. After a thorough investigation you are welcome to go away without buying as much as a shoe-string.

A handsome display of shoes for children and the little tots are in our windows. Bacon's Family Shoe Store, 69 South First St.

Druggist—*Stockton Record*.

## Round Shouldered People Brace Up.

Round shoulders have a tendency to contract the chest, thus weakening the lungs. Your comfort and health are improved a hundred fold when your shoulders are thrown back and your lungs can inhale fresh air to their fullest capacity. If you are round shouldered see us and we'll fit you with a brace that's easy to wear and which will enable you to walk as erect as any of Uncle Sam's prize troopers. Eagle Drug Co., Cor. Main & San Joaquin Sts.

Druggist—*San Jose Evening News*

## Don't Swallow

a hair out of a tooth brush. Such a thing has caused serious trouble. It will pay you to pay a little more for a brush and not run any risk. We have guaranteed "stick-tight bristles" from 25 cents to 75 cents. Our tooth powder is harmless, 25 cents. Perrin & Stephenson.

Bakery—*Alameda Encinal*

## Pastry

is something that has to be made well in order to make it taste good and be wholesome. Scheuermann Bros. make a specialty of pastry. Long experience has taught them how to get the best results. Their pies, cakes, etc., are unexcelled. They also bake the best Home-made, Milk, French, Whole-wheat and Twist bread. Scheuermann Bros. 1403 Park Street.

Grocery Store—*Stockton Record*

## Fruit Preserving Time

is just commencing, and housekeepers need extra fruit jars and jelly glasses. We can deliver any quantity of either glasses or jars at a moment's notice. Our rock-bottom prices on these goods save you money. See us before ordering. Hansel & Strohmeier, S. W. cor. Hunter & Channel Sts.

Painters—*Newman Index*

## Points on Painting

This is a hard climate on Paint. You've had it chalk and peel off soon after being done have'n't you? We have, and did the work over again free of charge,—that's what our guarantee means. Croft & Sturgeon, Newman, Cal.

Gents' Furnisher—

*Oakland Enquirer.*

## Hot Weather Hats

In these sweltering hot days, keep your head cool in a comfortable Straw Hat. We have the kind you need—light and airy—at a light price, too. Fine Mackinaw Straw Hats, with black silk bands—the regular 75c and \$1 kind—50 cents, M. J. Keller Company, 1105-1109 Broadway.

Confectioner—*Stockton Record*.

## Can You Make Cake ?

If you can't, we can; and if you can, but don't want to, here's the place to buy if you want good cake. Good butter, fresh eggs, the best of all other ingredients, and the knack of mixing and baking properly tells the story in a few words why our cake equals the best home-baked article. Best ice cream soda in town 5 cents a glass. Thomas 25 North Eldorado Street.

Plumber—*Press Democrat*

## The "To Let" Sign

will be on your house all the time if you don't have the plumbing attended to. Bad plumbing means a loss of health and a loss of money too. You won't lose either if you let us attend to your plumbing. Our work is reliable, and our charges are moderate. E. E. Morrow, 404 Fourth Street, Santa Rosa.

Tea Store—*Oakland Enquirer*.

## Don't Tell Your Wife

That you paid only twenty-five cents for that pound of choice blended Coffee at our store. It might annoy her, as she imagines she ought to pay her grocer forty cents for as good an article. We have really good Coffees from 10 cents per pound up. 5 pound box of Fine Tea \$1.50. Buy quick before the war duties are put on. Empire Tea Co., Oakland Store, 469 Twelfth St.

Druggist—*Stockton Independent*.

## The Fly

that lights on a sheet of Tanglefoot Fly Paper will never fly again. We charge nothing for this information—but can sell you the paper, in sheets, in boxes, in cases. Pattersons Pharmacy, 441 E. Main Street, Stockton, Cal.

Druggist—*Stockton Independent*.

## Throw Your Chest Out

by wearing one of our shoulder braces. They are sure to cure round shoulders and make you feel young again. There is a certain grace about people who walk erect. Let us fit you with a pair of braces. Eagle Drug Co., Cor. Main and San Joaquin Sts.

# STREET CAR ADVERTISING

Schools do not advertise much; a stereotyped "card," a poor circular—that's usually the extent to which they go. A private school that has advantages to offer ought to tell those advantages, publicly; it ought to seek business through the same channels that merchants do, and with fully as much expectation of success.

Peralta Hall, a school for boys located in "Beautiful Berkeley" has got the advertising idea, and the street cars now carry a card reading as follows:

**Individual Instruction, a room to himself, wholesome diet, proper physical and moral training will develop your boy into a capable man.**

A half-tone of the school occupies one end of the card, giving an excellent idea of the building and grounds.

I think they have made one mistake—there should be other cards telling other facts, and giving other information about the school. One card in the cars is too much like repeating the same ad in the papers day after day. You can't say enough in one, and people get tired of seeing it so often. The effect of changing is secured by having a series of three to six cards.

The F. Thomas Parisian Dye Works, whose car advertising was mentioned in a previous issue, have

## Our Special

Suit Cleaned and Pressed, 50c.

Blankets Cleaned, - - - 25c.

**THE F. THOMAS  
PARISIAN DYEING and  
CLEANING WORKS**

Phone South  
79

**27 Tenth Street**

followed the Centemeri glove in taking increased space during the summer. It looks as though advertisers were learning that the "dull months" are really good advertising months.

They have made another departure—that of advertising prices. For some reason advertisers hesitate to use the most effective argument they have—prices. It would seem like the repeated experience of those who do quote prices would be sufficient reason for advertisers to abandon their hesitancy.

California is literally full of summer resorts, mineral springs and sanitariums. It is interesting to note how the successful ones are advertised.

Under the guidance of the Southern Pacific Company, a number of leading resorts are extensively advertised by means of illustrated and descriptive literature, and by a liberal use of street car space.

Double size cards, like those used for the Sunset Limited, are used, giving ample space to say all that is to be said, and allowing room for attractive features effective in securing attention.

One of their cards shows a map of California and on it the resorts reached by the railroad. Another, advertising Lake Tahoe, has an eye catcher in the shape of lines reading:

**One Mile High.  
Two Thousand Feet Deep.**

Statements well calculated to arrest the attention and secure a reading.

Aetna Springs, a pleasure and health resort of reputation by its many years of cures of rheumatism, stomach and kidney troubles, uses the cars. A series of cards with little on them, said in plain black type, of which those shown here are samples, shows how effective advertising can be done at small cost.

**Wash off the cares and worries of business at Aetna Springs. Swim in the tank of naturally warm mineral water.**

**Aetna Springs invites you to a pleasure party, all summer, 1898.**

**No staging to Aetna Springs. Private conveyance meets you at St. Helena. Round trip \$7. Rates, \$10, \$12, \$14 a week.**

Saratoga Springs, a Lake County resort, has recently gone into the Oakland local trains with the following cards:

### YOUR VACATION

Should be truly a time of recreation. Mineral baths, invigorating climate, excellent table, and the joys of hunting and fishing await you at

**SARATOGA SPRINGS, Lake Co.**

**"Near to Nature's heart."  
Bright sunny days, fresh clear air, ample shade, cool nights. Perfect rest and pleasure. Saratoga Springs, Lake Co.**

It would seem therefore, that resorts are beginning to appreciate the fact that cars that carry 80,000 people a day are good mediums to advertise in.

One of the best cards that has been in the cars lately is that of the Kodak Camera, showing a folding camera



**Put a  
Kodak  
in Your  
Pocket**

**HIRSCH & KAISER, 7 Kearny St.**

in the hands of a snap-shotter who says, "Look pleasant, please." The advantage of using life-like illustration of this kind ought to be apparent.

By one of those peculiar errors that persist in escaping observation until too late, it was stated in the last issue that there were nearly five hundred cars in San Francisco. The fact is the number will closely approach one thousand.

The advertising columns of the Sacramento Bee look clean and fresh. The ads are well set and quite often well written.

### Notes

D. S. Stanley & Co. send me some excellent samples of half-tone printing. One of them, a calendar card, showing Mission San Gabriel, is a masterpiece of color printing. The old adobe mission, with its tile roof, its touches of modern improvement, its soft shadows, and its inviting quiet, are portrayed true to nature, in a manner rarely seen on work executed by ordinary printing processes. Some other half-tone plates in two and three colors, while nowhere equaling San Gabriel Mission, show careful printing and a knowledge of color.

"What to Eat," the artistic pure food magazine published in Minneapolis, has opened a Chicago office at 208 Times Herald Building, in charge of Mr. Paul Pierce. This publication has in the past year doubled its advertising patronage, the June number for 1898, containing twice as many advertising pages as the June number for 1897.

## PRINCE OF WALES MURDERED

50 partridges in one day, but more than that number of people are killed daily by impure drugs

### LUND THE DRUGGIST

don't work miracles but he does sell life-saving medicines and fills prescriptions reliably

### FOR less MONEY

than anybody else. Washington and 2d Sts.

I suppose the man who wrote that advertisement thought he was doing something smart; he'd fool people into reading what he had to say by a "catchy" heading. Strange it is, how studiously some advertisers avoid talking about their own business, wasting space and time and money on such drivel as the above.

### STOCKTON

## The Evening Mail

CONLON & NUNAN, Props.

Established 1858

Only morning Journal in the city

## Stockton Daily Independent.

The paper for the family, the merchant and the advertiser.

**PHILLIPS  
BROTHERS**

'Phone Main 164.  
505 Clay Street

### BOOK BINDERS

Paper Rulers and Blank  
Book Manufacturers....

**San Francisco**

# Advertising During the Summer Months, When Business is Dull

The time to advertise is all the time—all the time you want business.

There is no more reason for quitting advertising than there is for taking down your sign, or removing the display from your window.

Because business is dull, is no good reason for stopping your advertising. Rather a good reason why you should make your advertising stronger, more aggressive, more business winning. Instead of saying that it does not pay, make it pay. Change it, increase it, inject new life into it, put new brains into it, coax it back to paying.

To be sure people respond to advertising more quickly when times are good, than when they are dull; and people buy more goods in holiday time than in Summer time. And, if the direct sale was the ultimate benefit of advertising, the merchant should only advertise during the busy months of the year.

But the cumulative effects of advertising cannot be easily estimated, and are seldom over-estimated. The after effects, as it were, are frequently, if not generally, of more value than the immediate business an advertisement may bring. The advertiser who is in to-day and out to-morrow, is like the tramp, acquiring nothing permanent, and securing no abiding place in the hearts of the people.

The merchant who does not advertise in the summer months, finds when he does advertise that he has a new start to make, new readers to interest, new fields to cultivate; the merchant whose advertising has not been as dull as the summer, finds a host of business coming to him in the fall from the people he has interested during the summer. He finds that he and his wares

are known, and he makes sales from advertising done months before.

Nine-tenths of the considerable purchases in retail lines are the result of deliberation. The necessities, the comforts, and most of the luxuries of life are not bought on the spur of the moment, but after a resolution has been made to purchase, and the party has looked around for a suitable place to buy. Many a purchase has been effected by and through reading an advertisement months before.

The entire community is not affected by advertising; if it were, the task of the advertiser would be much lighter. The advertising-reading portion of the community has more or less of an acquaintance with the advertising of different houses; and I doubt not every reader of this can recall instances where people have remarked on having read certain advertisements regularly. The advertiser who can make his work so interesting as to secure regular readers, has made a long stride toward success. How important is it then, that we should not let them flag in their interest, nor interrupt the close relation he has established by stopping his advertising as soon as the busy season is over.

\* \* \*

The most effective work an advertiser can do is among his present friends, and among those who already know him by his advertising if no other way. A new customer is generally considered worth all it costs to get him, not because new customers are profitable, for they are not; but because it is hoped to make an old customer of him, and old customers are valuable. But if the merchant seeks new customers all the time, and thinks not of the old ones, he will soon have no old ones, for they will be attracted elsewhere.

\*From "Talks with Advertisers" in the Sacramento Bee, May 20th.

A merchant cannot afford to let the public forget him; and he cannot afford to be out of the newspaper as long as he looks forward to continued good business. If it pays for him to advertise at all, it will pay for him to advertise all the time, summer and winter, fall and spring, dull times and good times, poor crops and good crops.

Not always the same way, no; not always to the same extent, no; but advertise, and advertise well, advertise the best you know how, all the time you want business.

\* \* \*

If any illustration were needed of the effects of continuous advertising, it is plentifully supplied by the large general advertisers of the country, who are in the papers all the year round, never sleeping a day. The men who have made millions out of advertising proprietary articles, have made it by persistently, everlastingly proclaiming the merits of their goods. They did n't stop in Summer; not even a war scare, or poor crops, stopped their advertising. More sarsaparilla is sold in the spring than at any other season, but the great sarsaparilla advertisers advertise the year round, a little more extensively, frequently, in the early spring months, but keeping right along during their nine dull months, preparing for business during the three good months to come.

So with the large retail concerns; they shape their advertising to summer needs, but they never think of stopping, even if business falls off materially, and their profits likewise.

\* \* \*

One of the largest furniture houses in San Francisco, and one which can probably show the best continuous results from advertising, has for a year past, had (with slight trivial exceptions) the same space in the same papers, regularly, winter and summer. Right at the holiday season, and for holiday goods only, a little extra space was taken, but the policy of the advertis-

ing has been "keeping everlastingly at it." The correctness of the policy is proven by results.

\* \* \*

The most recent and striking illustration is the fact that a large glove house — Centemeri — has just contracted to substantially increase their advertising during June, July, and August, the very dullest months in the year for them. Why? Because they want to do a big business next fall and winter and spring, and they want to acquaint glove buyers with the merits of the Centemeri glove now, so they will have that glove, and no other, on their mind when they come to buy.

FRED'K VAIL OWEN.

**GUTHILL** DESIGNER-ENGRAVER  
**CUTS** FOR CATALOGUES ADVERTISEMENTS AND ALL TRADE PURPOSES ++  
 22 1/2 GEARY STREET **SAN FRANCISCO**

## Distributing Brings Results

and results are what every advertiser wants.

distribute circulars, booklets and all kinds of advertising matter in San Francisco, Oakland, Alameda and Berkeley. Estimates as to cost of covering this territory gladly given. Good work guaranteed.



**Wm. M. Weil**

06 Pine St., San Francisco

Telephone, Main 678

## Headlines

The strength of most advertisements is in the headlines.

Headless advertisements are novel by

### Right Prices

contrast, and occasionally pay by right of change.

The fact that nine hundred and ninety-nine advertisements out of a thousand have

### All-Ready Overcoats

some headline indicates that the mission of the advertisement is first in attracting attention, and that to attract attention is the province of the headline.

It is manifestly true that if there is noth-

## Honesty

ing to the advertisement to suggest the reading of it, the advertisement will only be read by those who have neither money nor brains to buy the goods.

### The Store of Safety

A proportion of all advertisements are only glanced at, and if there is nothing in the headline in the way of advertising, the value of the advertisement may be lost.

### Guaranteed Quality

The headline is to bring the eye of the reader to the advertisement and induce him to read it; if there be no headline there may not be any reading.

### Tell Your Husband

The headline should be in type at least three times as large as that used for the descriptive matter, and not less than twice

as large as any type in the sub-head or introduction.

### Know all Women

The shorter and fewer the words in the headlines the better it is.

Headings should never occupy more than half a dozen lines; if they can be confined

### Just for To-Day

to not more than two or three lines, so much the better.

The custom of using small type for headlines and closely following it with introduc-

### Will be out of 'em to-morrow

tion or description set in type nearly as large, although used by many successful houses, it is not one which has many arguments in its favor.

## Long Wear

Never use long words or words not easily understood in headlines.

Use lower case instead of caps except where there is not more than one or two short words.

### Sub-Cellar Prices

Never begin a headline with a lower case letter. This custom is neither original nor sensible, and the foolishness of it counteracts any advantage of novelty.

### Glad to See You

Legibility is the first consideration, and legibility does not admit of the erratic, or any display of idiocisms.

If one would be funny let him hire a man to laugh at him, and not inflict the malady upon the public.

Do not use blind headlines if they can be

## We are Yours

avoided, for the blind headline is only of value to the reader of the advertisement, while the descriptive headline does a certain amount of good with everyone who opens

## The House of Reliability

the paper containing the advertisement.

The headline that means something impresses itself upon everybody, while the blind headline reaches only the few.

## Are Your Soles on Earth

The successful headline must be in keeping with the character of the advertisement. If the advertisement is sensational, the headline must also be sensational. If

## About Arctics

the advertisement is dignified the headline must be dignified.

The arguments are about evenly divided for and against the descriptive headline

## Make Yourself at Home

which refers to the use or character of the goods, and the headline which mentions the goods by name. Neither of these styles is blind, as both of them mean something.

## Prompt Delivery

The descriptive headline which does not mention the name of the goods attracts the attention of those who may be slightly prejudiced against the goods advertised, and

## Sensible Styles

who would not begin to read an advertisement if it was about this particular line.

The heading giving the specific name tends to keep that name before the public, and has the decided advantage of the most positive and direct advertising.

## Your Hatter

It is a question which is the better, and the better way to do is to use both.

If possible, headlines should be euphonious, and have about them a certain swing

## You're Safe Here

and speaking ease capable of being remembered and repeated.

Whenever possible have the headlines

## Welcome

set in different type from that used for those in most of the other advertisements in the paper or magazine, that they may

## We Have It

attract by their difference from others.

Never say too much in an advertisement, but if one is going to cut the size of the

## Excellence for Sale

type to make room, let the cutting be below the headline and not in the headline.—Fowler's Publicity.

(Copyrighted, 1897, by Nath'l C. Fowler, Jr.)

### Prosperity

In the city of New York there is published an influential weekly journal named "Prosperity." It is devoted to commercial interests, and in a recent editorial gives the following sound advice to merchants:

"When you make an advertising appropriation it is a mistake to scatter it through half a dozen journals simply because the town is supporting that many papers. The result is, you have small ads in all; you are nobody anywhere; whereas if you concentrate your space in the two best papers — say one morning and one evening, so as to reach all classes — the people will give you credit for being a heavy dealer and an enterprising merchant."



# Johnston's Criticisms

*It will be gratifying if the efforts here set forth aid advertisers in improving their ads, thereby getting better results.*

## Plagiarism in Advertisement Writing

The following correspondence, from which names are omitted, may serve to illustrate what constitutes plagiarism:—

SAN FRANCISCO, May 24, '98.

Editor AMERICAN GROCER:

A calendar which hung in this office during 1896 bore this trite saying: "None ever graduated from the School of Experience."

The chief accountant underlined the words with blood red ink and many who came remarked the truth contained in them.

They gave the cue for the sentence used in several ads, one of which is dated Oct. 22, 1897.

In a recent number of the American Grocer you reproduced the sentence mentioned and which is as follows:—

"None ever graduated from the School of Experience" and we are still learning, but one of the things we've already gotten by heart is, that the dealer who sells the best goods is the one who stays longest in business, makes the most money, and is most respected in the community.

On page 10 of your issue of May 18th you print the same sentence word for word giving credit for it to ———.

The Standard dictionary says plagiarism is artistic theft but Mr. ——— could not be so accused as there does not appear to be anything artistic about stealing a whole ad word for word.

Yours truly,

This letter was sent to the American Grocer because they had within a very short time published the same matter twice, giving credit to it to two persons.

In the reply which follows the writer excuses the theft by saying some one else had copied some of his work.

June 7, 1897

Editor AMERICAN GROCER.

\* \* \* \* \* probably eighteen months or two years ago, I was attracted by the "eye-catchers" which ——— was writing for ———, specimens of which appeared from time to time in your columns. He saw some of my advertisements in the "Grocer" and first wrote me, requesting specimens of some particular ones, which pleased him. This brought about a little correspondence, which was mutually beneficial—at least ——— expressed himself to that effect, and I know I got some good ideas from him. In June of last year, I got out an envelope, of which a copy is also attached. Note the little verse on this envelope. Mr. ———, a few months later, in his Souvenir Number of the ———, paid me the compliment of reproducing this verse in a soap advertisement for Messrs. ———. Again, I refer you to attached leaf from their catalogue. In adapting the lines to an advertisement for his house, I did not consider that it was plagiarism or in any way irregular, as they are not competitors of ours, and probably never will be—our territory is so widely separated.

Now, in view of the above facts, in using the sentence Mr ——— refers to, I feel that I was doing no more than his house had done, and it was not my intention to have you or your readers accept it as new and original on my part, for it had only been clipped from your columns a few weeks before. Moreover, I would point out that several of my correspondents through different sections have from time to time sent me specimens in which they copied that part of my work which fitted their business.

Sincerely yours,

Dear Sir:—

\* \* \* \* \* and because he used work which you had originated, giving it as his own, is not sufficient excuse for you to make a like mistake: two wrongs do not make a right.

Your success as an advertiser will depend upon your own efforts and not on those of some one else.

Referring to the attached, regret Mr. ——— did not take the matter up with me direct, as no doubt you "have troubles of your own." However, now that you are in it, of course in justice to myself take pleasure in explaining, as follows:—

Copy ideas, if you wish, and elaborate upon them, but do not copy ads as a whole.

If you do your work will be ridiculed.

Yours very truly,

One's self respect should be of far greater value to him than what others may think.

The sense of gratification one feels when he has accomplished, out of his own resources, some worthy work is more pleasing than the feeling he has when he has copied the efforts of some one else.

A shoe firm in Stockton recently copied word for word an ad of Kast's in this city.

A grocer in Idaho reproduced an ad of a grocer in San Francisco in which brands were quoted which the Idaho man could not possibly have had in stock.

So much for the copyist.

SAM P. JOHNSTON

Henry's Horse Shoe Clothing House, of Ballston Spa., N. Y., lately gave a Dewey silver souvenir spoon to every purchaser. The offer was open for three days. In the bowl of the spoon was a likeness of the Olympia, Dewey's flagship. From the end of the handle the face of the Admiral looked out. Benjamin S. Henry, advertising manager, says the scheme was highly successful.

The most artistic bit of advertising literature of the year is "Binner's Nineteen Story Creations," a collection of designs made by the Binner Engraving Co., Chicago, for various advertisers. Binner first became generally known through the Pabst Brewing Co's designs, but his hand has touched nearly every line of business advertised, and left its artistic impress everywhere

Everybody reads

## THE PRESS DEMOCRAT

Santa Rosa, Cal.

Isn't that the kind of a paper to advertise in?

## PATRICK & CO.

### RUBBER STAMPS

STENCILS, SEALS, BRANDS, ETC.

318 CALIFORNIA ST., SAN FRANCISCO.

ADOLPH MEESE  
PRES.

GEO. W. CRADDOCK  
VICE-PRES.

## Brown, Meese & Craddock

(Incorporated)

Telephone  
Main 530

## Printers

419 Sacramento St.

\* \*

Fine Half Tone Presswork  
Catalogue Work a Specialty  
Book and Job Work of Every Description

\* \*

WE PRINT THE AD BOOK

IF YOU...  
WISH TO

## Advertise

In newspapers anywhere at  
anytime, call on or write to

### E. C. Dake's Advertising Agency

64 and 65 Merchants' Exchange,  
SAN FRANCISCO

Phone Main 1063.

### For 31 Years

we have been making shirts. If we knew how to make better shirts, or where to get better material, we would do it.

## Keep's Shirts

are—six for \$9. (If laundered, \$1 more.) Made to measure and made just right. If you pay twice the price, you couldn't better the quality.

Ladies' shirt waists made to order, best quality Maras, \$4 each.

KEEP MFG. COMPANY,  
B'way, bet. 11th & 12th Sts.

## FLINT'S FINE FURNITURE

### VEERS OF THE FASHION WIND.

Deinty, light-hued birch and maple pieces for the Summer bedroom, with carvings of shells and ribbons, vines and delicate flowers.

Rug-draped Oriental couches and chairs—lately luxurious, for den or study. Enamelled rattan and reed settees for hall or living room; you can guess their lightness and strength—their charm and picturesqueness.

Veranda pieces—unique in shape and finished in "sealing-wax" red. India banging seats heaped with cushions.

Bright new ideas await you here at factory prices.

"BUY OF THE MAKER."

GEO. G. FLINT CO.,  
43, 45 AND 47 WEST 23D ST.,  
NEAR BROADWAY.



## A Clothes Line

second to none in the city is a fair way to describe the spring stock that the eye may here feast upon. Every known pattern that fashion decrees made to order in recognized styles. Ready made, too, at proportionately low prices.

Cash if convenient.

## CREDIT

If you desire it.

Prices remain the same.

SUITS, TOP COATS, OVERCOATS.

MADE TO ORDER.....\$18, \$18, \$20.

READY MADE.....\$10, \$13, \$15.

BOYS' SUITS.....\$8 to \$9.

Ladies' Capes, Suits, Separate Shirts, Silk Waist, Hats, Shoes, Etc., at unmatchable prices.

Tailor-Made Costumes to Order, \$15 to \$35.

WEEKLY AND MONTHLY PAYMENTS.

Illustrated Catalogue Mailed Free.

**CAREY & SIDES,**  
CLOTHIERS AND CUSTOM TAILORS,  
775 & 777 Broadway.

Between 9th and 10th Sts., opp. Wanamaker's.  
Open Saturdays until 10:30. Mondays until 9.



## You need Carpets

when you buy them; you don't get them for fun. Carpets you buy seriously, for the beauty and the good hard wear in them. Then buying here is a most sensible proposition. As makers we are enabled to supply newer patterns, better color effects, better wearing qualities, at lower prices.

Royal Wilton.....	\$1.85
Wilton Velvet, best quality.....	1.15
Wilton Velvets.....	.85
Best Body Brussels.....	1.05
Body Brussels.....	.85
Best Tapestry Brussels.....	.75
Tapestry Brussels.....	.55
Two-ply Ingrain, all wool.....	52 1-2

## CARPET RUGS.

Illustrations of all grades of carpets (many of our best patterns) have been made into rugs, sizes to suit any room, at about one-third off regular prices.

TAPETRIES.	VELVETS.
8 x 9.....\$1.50	8 x 9.....\$12.00
10 x 12.....12.00	10 x 12.....18.50
12 x 15.....15.00	12 x 15.....24.00

OTHER SIZES AND QUALITY IN PROPORTION.

HEADCARTERS FOR JAPANESE AND CHINESE MATTINGS.

**John & James Dobson,** 2 East 14th Street.



## Hot Weather Desserts

should be frozen. It's an easy matter to provide the family with these 'cool delicacies if you have a Gem Freezer.

The Gem is the best freezer made. Easy to adjust, easy to operate, takes less ice, freezes quickly, makes fine grained cream.

If you buy a Gem you'll be satisfied with **Sizes**, it. Use a Crown 2 qt. Ice Chipper to break the ice. 14 qt.

"Walk in and look around."

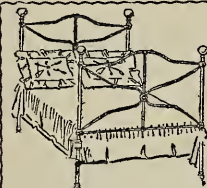
**P. H. VOSE & CO.,**  
59 Main Street.

## A COMPLETE FLAT FOR 138.00.

See the cosy four (4) room flat outfit now set up in our large show windows. A glance will convince you of its superlatively over-anything similar ever offered for the money. Below we itemize contents.

PARLOR.	BEDROOM.	DINING ROOM.	KITCHEN.
Wide Wake Velvet Parlor Suit, 5 pieces.	Antique Chumby, 3 pieces.	1 Oak Sideboard.	1 Oak Kitchen Cabinet.
Cherry Pier Mirror, encailed glass.	1 Bed Steep, 10 pieces.	1 Oak Dining Table.	1 Range.
Cherry Parlor Table, 1 piece.	1 Toilet Set, 10 pieces.	1 Oak Chair, 10 pieces.	13 Kitchen Chairs.
Umbrella and Oyle Lamp, 1 piece.	1 Mattress, 1 Comfortable, 1 Boxspring.	1 Tea Set, 50 pieces.	1 Set Tinware, 20 pieces.
Pair White and Gold Frame Pictures, 10.8.	1 Oak Chair, 1 Pair Pillow.	1 Handmade Table Cover.	1 Kitchen Table, 10 pieces.
Handmade Large Rug, 7.60.	12 yards Mattings.	15 yards Mattings.	10 yards Mattings.

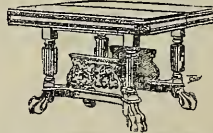
ONE DOLLAR PER WEEK OPENS AN ACCOUNT



This 3 ft. Enamelled Bed, Woven Wire Springs, Soft Top Mattress, Pair Feather Pillows.

COMPLETE FOR 5.25

Special for this week: Polished oak claw-foot Table, 6 ft. long.... 4.98



50 cts. additional for Packing Bed or Table for out-of-town shipment.

**LIBERAL CREDIT TO ALL.**

**J. BAUMANN & BRO.**

1479, 1481 and 1483 Third Avenue.

84TH ST. STATION L OPEN SATURDAY TILL 10 P. M.

## In Preserving Fruit

it's a penny-wise and pound-foolish policy to use old rubbers on your jars. One jar of spoiled fruit costs more than rubbers for all the jars in the house.

Always use new rubbers. We deliver everything in the line of fruit jars and jelly tumblers quickly.

**P. H. VOSE & CO.,**

59 MAIN STREET.

"Walk in and look around."

## On A Hot Day

the tinkle of the ice on a clear-ringing tumbler is half the enjoyment of a cooling drink.

Our thin blown tumblers are made of the best quality of lead glass.

They are clear, brilliant, light, strong and ring like a bell.

More enjoyable to use than the common lime glass and cheaper in the end. All sizes—all shapes.

**P. H. VOSE & CO.,**

59 MAIN STREET.

"Walk in and look around."



AN EXCELLENT WINDOW DISPLAY OF R. & G. CORSETS, IN THE WINDOWS OF  
J. J. O'BRIEN & CO.

TELEPHONE NO 95

(OMMERCIAL BANK & INSURANCE WORK  
A SPECIALTY

*FALLOWAY*  
*Lithographing Co.*

DESIGNERS ENGRAVERS  
LABEL & COLOR PRINTERS

418 422 (OMMERCIAL ST  
SAN FRANCISCO

E. L. HEUTER, President  
LINCOLN H. LEWARS, Manager



'Phone Main 1319

413 Commercial Street, S. F.

❖ FINE LITHOGRAPHIC AND PRINTING INKS. ❖

# THE MODERN HIGH ART ILLUSTRATORS OF THE PACIFIC COAST.



## CUTS

FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

PHONE MAIN 5303 ~

*Union* PHOTO-ENGRAVING Co.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

## ALL ABOUT ADVERTISING AND HOW TO MAKE IT PAY

Every business man wishes to do good advertising, advertising that will draw trade, advertising that will make money. To do this is no easy matter. The busy business man who has to write his own advertisements knows this. Why not get some help? Why not get Fowler's Publicity? It is a complete Encyclopoedia of Advertising and how to make it pay. It contains thousands of engravings and examples of good advertising. It will help you in your every day work and be the best investment you ever made. Let us tell you more about it. Write for full particulars to

San Francisco, Calif.  
1405 Call Building

FRED'K VAIL OWEN  
PACIFIC COAST AGENT

SAN FRANCISCO

JUNE, 1928

The  
**Ad Book**

A MONTHLY REPORT ON THE ADVERTISING  
ADVERTISING

CONTENTS

Editorial Comment and Criticism

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Street Car Advertising

The Elements of Price and Courteous Treatment

Some Good Advertisements

Sayings of Advertisers Everywhere, Notes, etc.

FRED'K VAIL OWEN, Editor

Published by THE AD BOOK PRESS 1405 Call Bldg.

SUBSCRIPTION PRICE \$1.00 A YEAR

# Costs Ten Dollars

to get the most complete work on advertising that was ever written. A book so full of pertinent, practical, profitable points that were the cost ten times ten dollars it would still pay a business man to buy it. To buy Fowler's Publicity is true economy for it will surely save to its advertising owner, many times its cost. It tells all about advertising and how to make it pay, shows how to avoid failure and how to win success.

**FRED'K VAIL OWEN**

Pacific Coast Agent  
SAN FRANCISCO, CAL.

## Bankers Bond

An ideal bond paper at a reasonable price, is white and tint. A trial will make you its friend.

**BONESTELL & CO.**

Sole Agent—

401-403 Sansome St.

500-508 Sacramento St.

Telephone Main 137      SAN FRANCISCO

## Send \$1.00

for a year's subscription to the Ad Book, and I will write you a letter containing my advertising booklet, or whatever you may send, showing its weak points and how it may be made better.

Or I will answer any definite question about your advertising you may ask.

**FRED'K VAIL OWEN**  
San Francisco, Cal.  
P.



# The Ad Book

A Monthly Exposition of  
Modern Advertising

VOLUME II

SAN FRANCISCO, JUNE, 1898

NUMBER 6

Published on the first of every month by the AD BOOK PRESS. Ten cents a copy, one dollar a year, in advance. Subscriptions outside North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES:

On cover, \$50 a page; \$25 a half, \$13 a quarter.  
Inside pages, \$25; half page, \$13; quarter page, \$7.  
Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FRED'K VAIL OWEN

This issue closes the second volume of the AD BOOK. Commencing with the next issue, some changes and improvements will be made, whereby it is hoped the third volume will be more useful than the preceding volumes.

More examples of good advertising will be shown, more sayings of advertisers will be given, thus supplying ready material and suggestions for advertisements.

A department of outdoor advertising will be added. This has heretofore been neglected because in the nature of things the limits of the AD BOOK precluded covering the entire field of advertising adequately. A way has been found, however, to do at least partial justice to what has become in recent years the most artistic form of display advertising.

VISALIA, CAL. }  
June 20, 1898. }

#### Editor AD BOOK:

Would be pleased to have your opinion on the following.

A country department store of nine distinct departments, a manager for each, advertises in three weekly and two daily papers. Some departments are especially mentioned frequently, others not so often, one or two not at all.

The advertiser in the weekly general ads frequently dwells upon the great advantage to the public in trading with the "big" store that buys their goods in car load quantities, East; pays cash, saves the customer the difference in freight and the cash discount, etc. The advertiser makes out a monthly statement to the bookkeeper of the number of days each department is mentioned in the different newspapers.

Supposing the year's ad expense was \$2,400, what amount, if any, should be charged to the two departments never mentioned specially during the year?

If deemed worthy kindly answer in AD Book; if not kindly drop postal and greatly oblige,

THEO. LOVENTHAL,

Advertiser for S. Sweet Company.

Every department of a store is benefitted by the store's advertising, whether mentioned or not, and should pay its share of the expense. Just what that share is may be hard to determine, but either the gross sales or the proportion of profits to sales, should form an equitable basis for apportionment.

Local conditions will guide the management; the important thing to understand is, that advertising helps every nook and corner of the business. Good advertising in

five local papers will exert an influence over the entire establishment, from top to bottom.

Thinking the views of the advertising manager of California's biggest store would be interesting and instructive, I submitted the question to him, and received the following reply:

EMPORIUM AND GOLDEN RULE BAZAAR, }  
City, June 24, 1898. }

Editor Ad Book:

In regard to the communication from Mr. Loventhal of the S. Sweet Co., Visalia, enclosed herewith, I should answer it somewhat after this fashion.

Advertisements for a department store are intended particularly to bring people into the store—not to sell the goods—the salesmen do the selling after the people arrive. Oftentimes, in this store, we would be glad to keep the goods that we advertise for the special nine-to-twelve-o'clock sales. The cut prices are made to induce customers to visit the store in the morning. The goods invariably cost more than the advertised prices. But they draw the crowds here, and the purchases made in other departments which have not been mentioned in the "ad." more than make up the losses on the advertised articles.

That being proved by constant experiments, why should not the non-advertised departments pay their share of the advertisement, especially as they frequently benefit more by the newspaper announcements than the departments directly mentioned.

Therefore in proportioning the advertising expense, the only fair way it seems to me is pro-rate the cost among all of the departments in the store according to the amount of their sales. For example:

Total amount business, \$120,000.

Total advertising expense, \$2,400.

The percentage would be 2 per cent.

	Sales.	Should pay.
Department No. 1.....	\$15,000	\$300
Department No. 2.....	12,000	240
Department No. 3.....	11,000	220
Department No. 4.....	16,500	330
Department No. 5.....	10,800	216
Department No. 6.....	17,400	348
Department No. 7.....	9,000	180
Department No. 8.....	3,000	60
Department No. 9.....	25,300	506
	<hr/> \$120,000	<hr/> \$2,400

Yours truly,

W. E. JOSLYN,  
Advertising Manager, Emporium.

E. C. DAKE'S ADVERTISING AGENCY, }  
64-65 Merchants Exchange, }  
San Francisco, Cal., June 30, 1898. }

Editor Ad Book:

I have carefully read your "Advertising During the Summer Months, When Business is Dull" in May number. It is a valuable article and ought to be read by many because it goes to the bottom of the subject and treats on advertising in a proper and businesslike manner. The article is worth a year's subscription for "The Ad Book" Enclosed find \$1 for which please mail to this agency one extra copy for one year; and as for this amount you agree to "write a letter criticising any advertising or booklet" allow me to substitute something else. I wish that you would criticise in next number the advertiser who "Knows it all," one who insists that his copy must be strictly followed, also his choice in mediums, and afterward complains that he does not receive in return value for the outlay.

Respectfully,

E. C. DAKE.

You can't do much with the man who knows it all; and unfortunately, too many business men assume to know it all about advertising. One by one they find out their mistake when their money is gone beyond recall.

Advertising is not an exact science, neither is it a lottery. Governed by the same general laws that rule the rest of the business world, it has difficulties peculiar to itself, which the busy man, occupied with other things, neither knows of nor has the time and experience to combat.

Right alongside of the many business successes that owe their rise to good advertising, are business wrecks caused by injudicious advertising.

San Francisco today contains scores of failures that were caused by "the man who knew it all" about advertising. And if current rumors are worth anything, there will soon be other vacant stores to mark the career of unwise advertisers, who cannot see in the successful career of others, the stepping stones to their own success, but prefer to flounder in the deep water of their own foolishness.

Nearly every business man has whims and ideas of his own which he wishes to see in print; and he always pays dearly to see them there.

Rarely can a business man see his business from outside, where the customer sees it from. Rarely can he take the view of things that the public does, which the advertiser must take. The faculty of reading human trade nature is not common, and the brightest salesman is usually a total failure as an advertiser.

To become an advertiser the tradesman has to get outside his store, look at his goods from in front of the counter, and listen to the public's cry of need.

Few can do it.

The man who really knows anything about advertising, secures the services of some one who knows more about it, and exercises his own knowledge in general supervision, and looks to it that the business backs up the advertising.

That advertiser is generally successful.



The E. D. Taylor Co. has sent me some samples of printing well worthy of commendation.

One, a brochure advertising themselves, entitled "Questions and Answers," is a model of good printing. There are alternate pages of half-tone work, in colors and in black and letter press argument. I reproduce the argument:

Question—When quotations are given on work lower than those of a responsible and conservative house, is it not reasonable to suppose that you will be mulcted in some part of the transaction?

Answer—Yes, it is not only reasonable, but probable. Inferior work, poor paper and short count have all been figured in the estimate. There is an old saying, "As ye sow, so shall ye reap," and its application in printing is very forcible.

Question—What kind of printing is the better—that which costs little and sells less, or that which, done with distinction and originality, attracts and holds attention and so sells goods?

Answer—In all truth there is nothing dearer than cheap printing. No work of importance, and especially catalogue work, should ever see the cheap shop. PAY more and SELL more.

Question—Lastly, can the best work be done at the lowest price?

Answer—No. And the man who promises such, is

either a fool or a knave. You cannot afford to do business with either.

Conclusion—We exercise judgment and taste in the production of our work. You cannot get something for nothing. Good work takes time. Time is money. We ask a fair profit for this time. Is not this good business policy for you as well as for ourselves? We want your orders, but only at prices consistent with the class of work we give you.

THE E. D. TAYLOR Co.,  
23 Stevenson St., San Francisco.

### Would Help Advertisers

Millions of dollars are annually spent in advertising by business concerns over all the world, and some of the highest salaried professional men are advertising specialists. In all mediums from the high-priced publication like the Ladies' Home Journal, which gets \$5 a line for its space, down to the obscure cross-roads weekly at \$5 a page, advertising pays. To make it do so, however, several things must be considered by the prospective advertiser. He must thoroughly understand the goods he has to sell, the location and standing of the people who buy that class of goods, and what papers or magazines are read by those people. Then he must study just how to word and display his ad so it will catch the attention of the readers. Scattered all up and down this broad land are financial wrecks of business enterprises that started with bright prospects, but became stranded by not taking note of these cardinal points on the advertiser's compass. For one of the leading business houses of Newman to spend money for space in Eastern magazines would be folly, and for John Wanamaker to pay for a column in the Index would be nonsense, as neither would get satisfactory results, as the one only caters to a local trade and would have his ad in a medium of national circulation, while the other seeks trade from large centers and would only cover by his advertising a local field; but reverse the proposition and let the Newman man advertise judiciously in the Index and he will get a return for his money, because the paper is taken and read for the news it contains by a class of people who buy goods in his town, and will buy some of them in his store if he places his claims to their patronage properly before them.

We want our advertisers to get results and are always willing to give our assistance in keeping their ads bright and attractive.

Advertisements from our paper have been copied in the leading advertising journals of the United States and credited as being well done,—but we want to do better; therefore our customers are invited to ask for help in preparing their ads and will always find us ready and willing to aid them every way we can.—Newman Index.

## Out-of-Season Publicity

The season or times of good trading appear to be divided into the Fall season, the Holiday season, and the Spring season. Business men universally admit that the majority of them do less business during the summer, and immediately following the rush of the holiday trade.

During the buying seasons activity is not confined to the store, but develops in the household and reaches everybody in business and out of business. Folks are busy, are attending to all the social functions, and are giving attention to those things which do not naturally present themselves during the days of rest following the holiday rush, and during the languid days of summer.

The statement made by some advertisers that people do not read during the summer, but that they give up their entire time to diversion and recreation, is not founded upon experience.

Observation readily shows that during the months of inactivity there is as much or more literature consumed, and if people read more, they must read more advertisements.

Men let down the bars of business and give themselves up to amusement and reading.

There never was a man or woman who could read and who had the money to go to the country, who did not carry to the summer cottage or to the summer hotel almost as large a stock of reading matter as of clothes, or else purchased the reading matter after arrival.

The scramble for daily papers and magazine in the reading-rooms of every summer hotel, and the crowd around every summer news stand, teaches a valuable kindergarten lesson.

The city people in the country consider the arrival of the mail the one great event of the day, and the mail bags almost burst

under the burden of newspapers and periodicals.

The special Mid-Summer numbers of the great publications are gotten out with as much care as is given to the Christmas numbers. People during the winter entertain one another, but the social intercourse is formal and does not admit of a free and easy manner.

## Left-over Necessities

Suggestion No. 1—Will fit about any advertisement. Set in Old-style Jenson. 6 point border No. 218.

During the summer everybody comes closer to everybody else, and printed matter is exchanged, read, and reread. Everything is read, from the jokes in the almanac to the patent insides of the country newspaper.

It is frequently too hot to work, but it is never too hot to read.

Under beach canopies, umbrellas, or pines, on the grass, on the sand, in the hammock, on the piazza, in the cars, on the boat, on the lounge, in the sitting-room—anywhere and everywhere, men and women are resting their bodies and keeping their minds alive by easy reading.

The woman or man who would not read an advertisement during the selling season, if there be such individual, will actually enjoy the impossible statements of a patent medicine advertisement in the summer if they cannot find anything else to read.

The tourist for a month or a day who

forgets to buy something to read will hunt through the inside pockets of his vest for some readable scrap, or will quietly steal the laid-aside papers of the other passengers.

During the seasons of activity, one seldom sees an overworked and worn-out paper, but during the hot months one notices everywhere papers that have been fairly read out.

Besides the natural climatic reason why people do not buy heavily out-of-season, there is another reason, and that is that there is but little effort made to sell goods; and where weak effort to sell is made, it is not to be expected that effort will be made to buy.

If customers came to the store, looked around and purchased what they wanted without any effort to get them there and no effort to sell them, and then carried the goods away with them, all trade shops would be like restaurants, and all advertising a simple bill of fare.

After the holiday rush most storekeepers pull down the blinds, cover up the counters, reduce the help, and go into their usual quiescent state, to wake up when the brisk breezes of spring trade fan them

Things are bought in the mind of the purchaser long before the seller has a chance to sell them. Is there a man with a wife or female relative, or who mingles with the people, and has not heard over and over again the talk of buying something

## Last Year's Just-as-Goods'

Suggestion No. 3—An original form of common-sense style. Set in Ruben. 6 point Collins Border No. 201.

which the buyer has no idea of buying for months to come?

The average woman considers everything of importance that she buys long before she buys it.

Few men buy an overcoat or a suit of clothes until they have considered the matter and reconsidered it.

After the dull season comes the buying season, and as soon as the buying season is over and there is general inactivity everywhere, people have the opportunity of thinking about that which they want by and by.

Out-of-season is the time of discount and discounts offer opportunities for progressive advertising.

The man who has the boldness to be an extensive advertiser after the holidays and during the quiet season is the man who will exchange his goods for money, and will enlist for himself permanent customers whom he never would have reached during the days of active competition.

As the majority of business men do not advertise extensively out of season, the liberal advertiser stands out in full glare of the light of progress.

## Too Many On Hand

Suggestion No. 2—Applicable to anything. Set in Quentell. 6 point border No. 79.

back into life; then they do the same thing in summer, and expect the trade they do not seek to come to them.

Experience has proven that the sale of everything except absolute necessities is practically made from one to six months before the definite order is given.

Folks eat in summer, and they wear clothes; and they must buy what they eat and what they wear; and they will buy them of the man who advertises, in preference to giving their trade to the man who does not seem to care for it.

It is not a mere coincidence; there is reason for it. The man who does the most business during the season of active trade is the man who advertises the most during the days of inactivity.

The general advertiser who formerly limited his advertising to the season, and one month preceding it, now advertises all the year round, assuming that the advertising before the sale has about as much to do with the sale as has the advertising at the time of the sale.

Investigation shows that a part of the goods purchased between the first of September and the first of January, excepting holiday goods, were bought in the mind of the purchaser during July and August, although the purchasers may have been unaware of the fact.—Fowler's Publicity.

[Copyrighted 1897, by Nath'l C. Fowler, Jr.]

### The American Newspaper Directory

Every newspaper or periodical published in the United States and Canada which inserts advertisements (21,360 of them) is catalogued in the American Newspaper Directory, the June issue of which is just at hand. This directory is in its thirtieth year of usefulness, and is now issued quarterly to bring its information more up-to-date. There are 1300 pages bound in green cloth. Price, \$5. Geo. P. Rowell & Co., publishers, 10 Spruce St., N. Y.

## Classified Advertisements

### FOR SALE

**A** BRAND new Neograph, the most perfect stencil duplicator; folio size; printing surface 11 x 16 inches. Will sell for 25 per cent. less than cost. AD BOOK Press.

### WANTED

**N**EARLY COMPLETE files of Printer's Ink. Will exchange back numbers for back numbers of any other advertising magazine. Address, Printer, care AD BOOK.

**E**VERYBODY HAS THEM. Unbound copies of magazines under dates 1894-5-6-7. Look them up, send me a list and state price wanted. I. M. R., care AD BOOK.

**\$10 FOR AN IDEA.** I will pay \$10 for the best plan of getting subscribers for the AD BOOK. Parties competing must themselves be subscribers. If you are not now a subscriber send \$1 for a year's subscription with the plan you submit.

FRED'K VAIL OWEN, 1405 Call Building, San Francisco, Calif.

### WINDOW TICKETS

**EDWARD A. COHEN**, maker of Show Cards and Window Tickets. Advertising and Poster Designing. 759 Market Street, opposite Phelan Building. Telephone Main 372.

**Good Cuts** of furniture, machinery, stoves, crockery; of stores, buildings, scenery, etc., for catalogues, booklets, price-lists or other advertisements, require good photographs.

I make photographs of anything, anywhere, anytime.

**R. J. WATERS**

Commercial Photographer

110 Sutter St.

Phone Clay 912

## Dollars for Dimes

A small amount of money invested in good printing will invariably pay dividends. This is no speculation but a cold fact. A well printed booklet will bring into your coffers dollars in returns for dimes in outlay. We will print you 1000 business bringing booklets for \$10.

**F. H. ABBOTT, Printer**

Telephone Main 1299

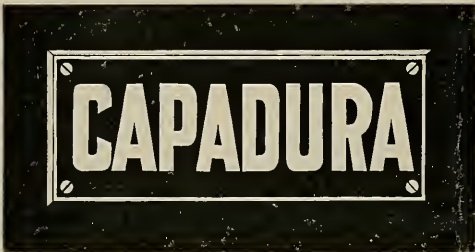
316 Battery St., San Francisco

NN & CO.,  
 88 8TH AVE.

# STREET CAR ADVERTISING

To successfully advertise cigars has always been a considerable problem. The only successful instances are those wherein the advertisers were possessed of unlimited nerve, and invested large sums in exploiting their brands.

On another page is shown an immense sign of the General Arthur Cigar, the display advertising done for



it being too familiar to need any further mention. The same company is just now placing a new 5c cigar on the market, "Capadura," which will be advertised in the street cars. Above is shown the first card, using the name only, to be followed by other cards when the public's curiosity is sufficiently aroused.

Seidenburg & Co. have used street cars for years, and have just placed a new card-advertising the Lillian Russell 5c cigar.

The tendency seems to be just now to advertise 5c cigars. Manufacturers are straining every nerve to produce a 5c cigar that will give satisfaction. The trend of the times is for better value and lower cost.



To make a 5c cigar profitable to manufacturer and dealer, great quantities of them must be sold. To sell great quantities of anything, good advertising, extensive advertising, continuous advertising, must be done. That explains the 5c. cigar advertisements in the cars.

Local retail houses are using the cars more than formerly. The Pattosien Co., furniture dealers in the Mission, have used cars for some time. Below is reproduced a recent card.

The location of this house, being away from the business center, makes street car advertising particularly effective, as the lines carry the people either past or near to the store.

The large sized cards now used on the local trains across the bay enable advertisers to reach the many thousands who cross every day. The cards are so large and prominent that there is no escaping them. They are 28 x 42 inches in size, said to be the largest cards in use in cars anywhere.

Included in this system are the cars of the narrow guage road to Santa Cruz, probably the only instance of a regular steam railroad of any length having advertising in its cars.

A. Schilling & Co., have just taken an end space in



*Iron and Brass Beds  
Chairs and Tables  
Carpets and Matting  
Rugs and Curtains  
Complete Household Outfits*

Lowest Prices and  
Complete Satisfaction

**PATTOSIEN'S** 16th and  
Mission Sts.

these local trains, to advertise "Schilling's Best" products. As this firm has shown what can be done on this Coast by persistent advertising in a field considered unprofitable by everyone else, their use of the cars seems to point a proven value to local train advertising.

Advertisers should see that the cards they use in the cars are of good quality of board. As they are exposed to considerable handling, cards of inferior quality soon become dirty and unattractive. They should also have three or more different cards, otherwise passengers seeing the same card over and over again, lose all interest in it.

There are no objectionable advertisements in the cars; not a quack doctor nor questionable business of any kind, is allowed. Every advertiser has decent company.

# SOME GOOD ADVERTISEMENTS

Below are reproduced some good advertisements, selected from various sources. Contributions for reproduction are solicited.

Tailors—*Stockton Mail*.

## Our Clothing Commands

the admiration of the public. It has reached the eminent position it occupies through sterling merit. The wearers of our suits are in the front ranks of fashion's favorites, and they can remain there by reason of the lasting qualities of the cloth. The suits will pass through the wear and tear of a Summer season and retain their stylish appearance long after others of equal price have been placed on the retired list. Retail department, Stockton Woolen Mills, Cor. S. Lincoln and W. Sonora Sts.

Druggist—*S. R. Press Democrat*.

## Real Excellence

The genuine flowers may be more attractive to the eye but the extracted perfumes, put up expressly for our trade by Lazeil, Palmer and Lundborg, are more popular and pleasing to the sense of smell. These Perfumes are made from the genuine flowers and are as pure as art can make them. If you want the best, come to the Santa Rosa Pharmacy, F. H. Newman, Prop., Cor. 4th and Mendocino Streets, Santa Rosa.

Dairy—*Alameda Encinal*.

## Absolutely !

The milk, cream and butter you get at the American Jersey Creamery are the purest. It all comes from cows subjected to the tuberculin test and found to be absolutely healthy. Delicious cream for freezing purposes. Families supplied with one cow's milk. Orders taken at Depot of American Jersey Creamery, 1253 Park Street. Telephone Red 441.

Clothiers—*S. J. Evening News*.

## To Clothe Your Boys

heathfully, tastefully and at the same time economically is no easy matter to most people. It is not generally known that boys' clothes cost more proportionally, than men's clothes. Good clothes for your boys pay in the long run. We are showing a handsome line of fine summer styles for lads from 4 to 13 years, at a price to insure a very quick sale. See the line we are offering for \$2.95. T. W. Spring & Son.

Druggist—*Stockton Independent*.

## A Little Baby

if fed on artificial food should have the best. The leading and reliable brands are: Mellin's Infant Food, Horlick's Malted Milk, Carnrick's Soluble Food. We strive to please the little ones. Patterson's Pharmacy, 441 E. Main St., Stockton, Cal.

Druggist.

## Strong Ammonia

its laughable, the stuff that's labeled "Ammonia" these days. It doesn't take a woman a year to find out that the dearest thing going is cheap Ammonia. Let us sell you some of our kind—some STRONG AMMONIA That's the kind of thing to use—that's the Ammonia that will do the work. M. H. Dignan, Prescription

Gents' Furnisher—

*Oakland Enquirer*.

## Closer than a Brother

is a gentlemen's underwear and it can irritate him oftener, too. Use the Royal Silk Plush underwear and you will never be troubled in that respect. It will not irritate the most sensitive skin. Warranted not to shrink. Step in and examine it and we will tell you more about it. Sole agents. C. Westover & Co., Hatters and Furnishers, 1118 to 1124 Washington St.

## Hardware Store—*Oakland Tribune* Refrigerators

are as many and varied in kind as the sands of the sea. In one summer one of our New Refrigerators saves its cost in the food it saves from spoiling. Upon its capacious shelves there is room for everything you need to have kept cool. The ice chest is designed to be an economizer of ice. Prices as low as the lowest. Walter Meese, 1009-1011 Washington St.

Tailors—*Berkeley World*.

## Ready Made Suits

are all right for dummies. If you want a perfect fitting suit, that will cost you no more than you have to pay for a dummy suit, we will make it for you. We can fit you to perfection from our \$12.50 selection.

All garments made by us are kept in repair one year free. A. Bieber & Co., 1005 Broadway.

Dentist—*S. J. Mercury*.

## Tooth Talk

There are two systems of Bridge Work—gold and porcelain, invented by Dr. James E. Low, of Chicago, and platina and porcelain, invented and patented by Dr. E. Parmley Brown of New York City. We studied these systems under the instructions of the inventors and have practiced them for years. Like every other good thing, there are many imitations, which prove wanting in that element which makes the original successful. We shall be pleased to explain to you why some crowns and bridges are successful, and others are failures. Dr. D. F. McGraw.

Grocer—*Sacramento Bee*.

## Make Currant Jelly Now

Currants make more and better jelly right now than they will later on. Besides, don't take any chances, for the season may peter out suddenly, and you'll get left. I'm receiving daily large quantities of fine plump currants, and can fill your order promptly, at a fair, honest price. S. H. Farley, 530 12th St.

Hotel—*Redding Free Press*.

## Mountain Trout

The table is supplied with mountain trout at Hotel Bailey, besides berries of all kinds, with pure cream. A fine mineral spring is on the place. The water is just the thing for malaria. Cottages for families. Rooms for single folk. \$7 to \$9 a week for board and lodging. Hotel Bailey. Wash Bailey, Propr. Castella, Shasta Co., Cal.

Hardware Store—*Oak. Enquirer*.

## Every Woman

who does her own cooking should readily appreciate the comfort to be derived from the use of a gas stove. In the summer, when the weather is enervating the additional heat that comes from the coal range makes the kitchen a place of horror. The Gas Range is always ready, a match being the only fuel needed to fire it, no dust, no exertion. You can always be neat and trim and yet able to prepare your meals with comparatively no labor. When you finish you can dispense with the heat and have no difficulty about ashes.

# The Elements of Price and Courteous Treatment

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Women read the majority of advertising; women are influenced by advertising more than men are. Women are the universal providers for the home and the home buys more advertised goods than the rest of the world. Even in men's goods, women either make the purchases or influence them more or less.

There are two elements that conduce to the effectiveness of advertising in reaching women—the shopping instinct possessed by all women, and their desire to be courteously treated.

Every woman loves a bargain, and she loves to shop from place to place until she finds the bargain. Women always have any number of unsatisfied needs; always have little things to buy and they generally save them until they go shopping, when they make a number of purchases at a time. Before starting on her shopping trip she reads the advertising to see what is offered that she needs, and quite frequently the determination to purchase a certain article is made some time in advance of its real purchase, which occurs when she sees the article advertised which she has contemplated buying.

This element is what causes the store-keeper to advertise a number of articles at a time, so that he may strike the needs of a greater number of women than if he advertised but one thing at a time. It is just as easy to advertise a large list of bargains if they are in the store, as it is to advertise a lesser number, and it is a more effective use of the advertising space to interest as many people at a time as possible.

A few years ago dry goods stores were satisfied to advertise a few articles at a time and trust to sufficient interest in these

articles to bring them customers. Now they go through every department, selecting as many articles from each department as formerly they did from the entire store, thus making the advertisement appeal to a greater number of wants, and reach a greater number of people with but little greater expense. This element has developed the department store—a place where women can buy so many of their needs, that they do but little shopping elsewhere.

There is no retail business to-day better advertised than the dry goods business, and the best dry goods advertisement to-day is a detailed list of the good things the store has to offer with just sufficient description to identify the goods, or suggest their uses.

\* \* \*

The other element—courtesy—is the one that holds business and makes advertising effective. No business can succeed upon one-time purchases, even though the advertising may bring flocks to the store. The treatment that the purchaser receives and the kind of service that is rendered has much to do with effectiveness of advertising. The advertising itself should lead one to expect the right kind of treatment at the store.

\* \* \*

George C. Flint & Co., a large furniture house of Twenty-third Street, New York, seldom advertises a price; they talk about their good furniture, and without ever saying much about it, impress you with the belief that you will receive the very best attention, and be treated absolutely square in every respect. They make no exaggerated claims whatever, but talk in an entertaining way, much as one friend would to another.

Suppose now to this good introduction, they would add some prices. Suppose I

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\*From "Talks with Advertisers" in the Sacramento Bee, May 6th.

wanted some dining-room furniture, say a dining table; if they gave prices on their dining tables I would feel more confidence in their advertising and a desire to pur-

## FFF Flint's Fine Furniture THE IDEAL DINING-ROOM.

Our ideal dining room combines simplicity and gayety of aspect.

Most of our new dining furniture is in mahogany (the wood that chimes with all dainty colors); and follows the simple lines of the Colonials and Old English styles.

Wait until you see certain pieces all aglow with exquisite inlays.

Too rich? Look at other pieces whose fine finish is their only adornment.

"BUY OF THE MAKER"

**GEO. C. FLINT CO.,**

43, 45 and 47 WEST 23D ST.

chase would be more likely created if I knew whether their tables were within reach of my means or not.

**BROWN, MEESE  
& CRADDOCK . .**

*Printers*

419 SACRAMENTO ST.  
TEL. MAIN 530

WE PRINT THE AD BOOK

Joseph Brown, a dry goods dealer of Richmond, Virginia, has a great deal to say about his store, and not very much about his goods. Here is a recent advertisement of his in which he talks altogether about the store service, and next to nothing about the goods.

## Brown's--

It's a characteristic of this store to make shopping as pleasant as possible.

That's a part of its mission, and not a few think it is being fulfilled.

Such service as rendered, is of the courteous kind, and we endeavor to make it satisfactory throughout.

A rainy day has enabled us to better prepare our stocks, and ourselves.

Therefore, ready for the fray. New Silks, New Dress Goods, New Veilings, New Neckwear, New Piques, New Percales, (another big lot in yesterday).

Pleased to see you to-day.

Joseph Brown, 220 Main St.

Probably that is good advertising, because it will create a good impression; and good impressions are generally good advertising. But if he had added to this talk about the store a list of goods and prices it would have had a double value; that of making a good impression upon the reader, and of suggesting needed articles.

\* \* \*

There is always news about the store; a store that has not something new, something interesting, something of value to tell about itself is not a live store. And it is a mistake to think that women who read

newspapers are not interested in store news. By combining with that store news and information about new goods, a list of prices, even if they are not extraordinary bargains, the advertiser furnishes information which is interesting to the readers of the paper and to the purchasers of advertised goods.

This store news should be fresh and new every day; the articles selected should be timely, and enough said about them to make them a little more than a dry catalogue.

FRED'K VAIL OWEN

### Advertiser and Reader



In the current number of the AD BOOK, the editor, commenting on the "Chronicle's" circulation statement for the month of April, observed: "The 'Chronicle' is above all others a paper of quality; advertisers know that it circulates among the very best classes and that its conservative policy and reliable news service give its advertising columns a distinctive value."

The "Chronicle" appreciates a compliment of this kind, and will endeavor to continue to deserve similar expressions. It is pleasant to have outsiders recognize the fact that the readers of this journal belong to the class that discriminates between news and humbug, and it is a tribute to the sagacity of the advertiser to point out that he clearly understands that it pays to communicate with people who have sense enough to distinguish between fakes and genuine intelligence. It ought also to be gratifying to the advertiser to know that the number of sensible people to whom he may appeal through the advertising columns of the "Chronicle" is constantly increasing as the statement of circulation abundantly proves.—S. F. Chronicle.

### A Japanese Student's Ad

**Japanese School Boy, selfsupported, having the necessity of books for next time desires to find any kind of work during the summer vacation; by day or other contract.**

**He has best experience of general housework:**

 **Cleaning windows and watering garden and specialty.** 

**Please address.**

**849 Bush Street.**

### Dry Goods

**GAUZE UNDERWEAR.**—Cooling to look at.—Menx-hen's, Memphis, Tenn.

**LAP ROBES.**—Just an assurance of comfort when out riding.—Hale's, Sacramento, Cal.

**FIGURE FOR YOURSELF** if you want to know how much time to consume in getting down before this lot of every desirable summer dress stuff is all sold. It's sufficient warning for us to tell you that it is worth 15c.—The Fair, Montgomery, Ala.

**BLACK CHALLIES AND MOHAIRS.**—Favorites always and bound to have an access of popularity at these prices. It's a proof of long foresight that we can quote such figures for if we should go into the markets now and hunt for these goods, they could n't be retailed at such figures as these: (Prices)—John Wanamaker, New York.

**UMBRELLAS.**—They have been going up lately—not in price though; that's just the same,—but on account of the gentle (?) rain that has fallen. Wonder if you have ever tried our 28-inch umbrellas.—Brooks Bros., Haverhill, Mass.

**DRY GOODS COMMON SENSE:**—If you will read carefully the advertisements of Hale's, inspect the goods and compare them with others—you are doing yourself justice and us a favor—we'll trust to your judgment.—Hale's, Sacramento, Cal.

**SUMMER UNDERWEAR.**—Perhaps it is a little early, considering the backwardness of the season, to introduce the subject of summer underwear—but as we find ourselves prepared to offer a special inducement to purchase these goods now, we believe the ladies will find the offer opportune.—B. Wilson & Co., Sacramento, Cal.

**SPECIAL PRICES EVERY DAY.**—A boarding house that gave guests something fit to eat but one or two days in a week would be a very poor place to board. So, a store with bargains but once a week is a poor place to trade.

We give special prices all the time.—H. C. Capwell Co.—Oakland, Cal.

**BATH TOWELS.**—A really dependable bath towel is a novelty. Ours are from the only maker in the United States who uses a double warp and double twists the loops. All turkish towels look alike—but the wear?—TRADE PALACE, San Jose, Cal.

### Tailors

**YOU'RE NEXT.** We'll take your measure in a few minutes. We have picked out thirty Suit Patterns of chevots and plain and fancy mixtures and we will make the suits to order for \$20 a suit. Leave your measure today.—The Wardrobe, Stockton, Cal.

### Plumber

**HEALTH SAYS:** Repair the plumbing; see that the sanitary conditions are perfect and on the most scientific basis. Call on E. E. Earle for estimates and good work.—Sacramento, Cal.

### Dairy

**BABY.** You can't afford to give your babies anything but the very best, and that is what we furnish. There is nothing too good for American born babies. Don't make any mistake about it.—Jersey Milk Cream & Butter Co., Oakland.

### Shoes

SIX TO TWELVE YEARS are the ages when mothers of boys have most trouble to shoe them properly. Both mothers and boys will be pleased with our stock. These shoes have the proper style necessary to becomingly dressed boys of this age.—Henry Weyl, Franklin, Ind.

FOR TIRED TENDER FEET. We have the shoes to give them comfort, broad in the tread, softest leather and flexible soles. Having once worn a pair and realized what they are in point of ease and all other qualities which a good shoe should possess, you'll want to duplicate them.—Heineman & Duffy, Corry, Pa.

RUSSET SHOES for boys. Don't have to be blackened, don't show mud, so boys like them.—Rogers, Peet & Co., Paterson, N. Y.

RUBBER HEELS can be put on any shoes. What they do: remove the jar in walking, outwear any heel, save strength, ease the nerves; simple, serviceable, money savers.—Caselli's, Sacramento, Cal.

OUR SHOES ECLIPSE ALL OTHERS in manufacture, in leather, in shape, fit, price, our shoes are unequaled. We are not in the shoe business for a few years. We are in it for life. We must sell the best to keep your trade.—Bacon's Family Shoe Store, San Jose, Cal.

THOSE HOT TIRED FEET might not have happened if you had been more careful of their coverings. Special shoes for hot weather are as much a necessity as special clothing—even more so; for while unsuitable clothing can be no worse than uncomfortably warm, improper footwear may be positively painful. The store is brimming over with hot weather footwear.—Lavenson's little prices on everything.—Lavenson's, Sacramento, Cal.

### Men's Furnishings

WASHABLE WAISTCOATS and you can wash them.—Rogers, Peet & Co., New York.

WE WANT to get a lot of men to advertise our colored shirts. Will pay them for it by giving them shirts tomorrow at these special prices.—Field, Schick & Co., St. Paul, Minn.

ASCOTS and string ties to put in the same washtub as the shirts—and they'll come out as "smart" as ever. Belts for 1898 are ornamental as well as useful—and whether you're thick or thin, we can make "both ends meet."—Rogers, Peet & Co., New York.

IN THE SPRING the young man's fancy lightly turns to thoughts of SHIRTS, for those winter ones are becoming too heavy. Take comfort by calling here and buying a shirt form our up-to-date shirts.—Jenkins, San Jose, Cal.

IT SPOILS your temper and you can't expect to be in good humor when your shirt don't fit.

Try our shirts that are cut to fit. You will be pleased.—Keller & Fitzgerald, Oakland, Cal.

WE WANT every slim and chunky man to look into this underwear of ours. Glad to see the average size man, of course, but the average size man can get fitted at the average store even though he can't get our variety.—Rogers, Peet & Co., New York.

### Hats

THERE is no sort of hat or cap for boys that you'll find wanting here—soldiers caps included.—Rogers, Peet & Co., New York.

YOU CAN'T TELL it from a three dollar hat except in matter of charge. You get \$1.52 change.—The National clothiers, Findlay, O.

### The Inland Printer

Printing is so intimately associated with advertising, that both the advertiser and the printer find the need of such a publication as the Inland Printer, showing as it does so many samples of good printing and good advertising every issue. There is more practical information within its pages than in any other publication. Chicago, Ill. 20c. a number; \$2 a year. Wm. E. Loy, 531 Commercial St., local agent.

"The making of Small Arms," by Theodore Dreiser, an exhaustive and exceedingly well-written description of one of our manufactories of arms, in Ainslee's for July, is of especial interest at the present moment. The text is illustrated with several rare and picturesque photographs.

### STOCKTON

#### The Evening Mail

COLNON & NUNAN, Props.

Established 1858

Only morning Journal  
in the city

#### Stockton Daily Independent.

The paper for the family, the merchant  
and the advertiser.

**GUTHILL**

DESIGNER-  
ENGRAVER

**CUTS**

FOR CATALOGUES' AD-  
VERTISEMENTS AND ALL  
TRADE PURPOSES + +

22 1/2 GEARY  
STREET.

**SAN FRANCISCO**

**PHILLIPS  
BROTHERS**

'Phone Main 164.  
505 Clay Street

#### BOOK BINDERS.

Paper Rulers and Blank  
Book Manufacturers....

San Francisco

IF YOU...  
WISH TO

**Advertise**

In newspapers anywhere at  
anytime, call on or write to

**E. C. Dake's Advertising Agency**

64 and 65 Merchants' Exchange,  
Phone Main 1063. **SAN FRANCISCO**

### Clothiers

WE DON'T WANT YOUR TRADE unless we can deserve it by fair treatment and reasonable prices. These we promise you. Our general expenses are not high and after paying our honest debts we divide with our customers. Consequently our prices are low for good clothing.—Oak Hall, St. Thomas, Ont.

IT ISN'T philanthropy, but plain, matter of fact business that induces us to make a price on men's suits such as this.—O'Niels, New York.

THERE IS SOMETHING about the get-up of our summer suits that make a man think that they were made for him. — L. Wolfson, San Antonio, Tex.

ONE TELLS ANOTHER and we witness every day the power of that influence. You never read an advertisement of poor clothing. Strange, too, for there's more poor than good. Each advertiser represents his own as being better and cheaper than others. Not so here. Ours is as good as our best energies, ability, knowledge, and experience can get. It may not be as good, it may be better than others. Only one way for you to know—come and see. One thing sure, business is growing here. Yesterday's best is today's starting.—The Chas. P. Nathan Co., Sacramento, Cal.

### Druggists

TOILET ARTICLES—Goods that will cost more when the revenue tax stamp law goes into effect. We will give you this opportunity that you may be benefitted now.—Partridge & Richardson, Philadelphia.

THIS SALE of toilet articles will strike the itching side, and wake everybody to the importance of laying in a supply of heat remedies.—The Fair, Montgomery, Ala.

DENTRIFICE.—This is a pleasant and harmless cleanser for the teeth. It produces a delightfully refreshing foam and leaves a clean pleasant taste in the mouth. It prevents decaying and accumulation of tartar, and keeps the gums hard and healthy.—G. & S. Goblentz, Springfield, Ohio.

THEY ARE MADE OF RUBBER.—You can depend upon them giving good service. We refer to combs.—Keed & Co., Danbury, Conn.

CORN CURE.—For the sake of your temper and your comfort get it.—G. & S. Goblentz, Springfield, Ohio.

OH, MY HEAD.—When did you say it last? There is no need of your having to say it. I have a formula for a headache powder that cures headache.—Gerry's Pharmacy, Lisbon Falls, Me.

THROW YOUR CHEST OUT by wearing one of our shoulder braces. They are sure to cure round shoulders and make you feel young again. There is a certain grace about people who walk erect. Let us fit you with a pair of braces.—Eagle Drug Co., Stockton, Cal.

TRACKS OF SUMMER JOURNEYS.—A kodak will enable you to keep a pictorial memento of pleasant summer jaunts at the seaside or in the forest.—Holden Drug Co., Stockton, Cal.

MOTH PREVENTATIVES.—Putting away your winter clothes and furs? We can help you put them away so they will keep sweet, so that moths and the like can't live in the same package. THEY'LL BE MOTH PROOF.—Owl Drug Co., Oakland, Cal.

"SOMETHING JUST AS GOOD" is never offered at this store. We have anything you want in the way of

drugs, toilet articles, etc.—Fred Norman, Druggist, Columbus, Ga.

### Furniture

CLEANABLE AND SWEET SMELLING REFRIGERATOR is what every up-to-date housekeeper demands. We guarantee ours to be as good as any sold elsewhere for twenty-five per cent more. The inside is firmly constructed, and you will not be obliged to blame your ice man for knocking holes in zinc or breaking shelves.—Atkinson Furniture Company, Boston, Mass.

TO INVEST in a baby carriage is putting money in a fresh air fund that will be of unmeasurable benefit to the little one. You will be agreeably surprised at the very modest prices on carriages here and you can feast your eyes on fifty different styles.—The Peoples Store Company, Tacoma, Wash.

MOST OF US now-adays, like John Gilpin's wife, have frugal minds. Yet how we do hanker after beautiful furniture. And why not have it? When we offer it at almost half prices.—Flint, New York.

THERE IS MORE AVAILABLE SPACE in this desk than any other desk made. It's this roominess and convenience that makes a desk valuable to a business man. No wonder we sell the majority of desks used in this city. This year desks are made better, look better and sell lower than ever.—Anthony & Cowell, Providence, R. I.

IF YOU HAVE BOOKS a convenient receptacle for them is almost a necessity. Books get dusty and soiled in a short time if not properly cared for. Our cases offer excellent book protection—help to keep books clean, tidy and in good order.—Oakes & Chandler, Bangor, Me.

YOU'VE BEEN WONDERING what to put in that vacant looking corner of the sitting room. An easy rocking chair might just fill the vacancy.—Jacox Bros., Sacramento, Cal.

IN ALL CORRECT DINING ROOMS you'll find large arm chairs for the host and hostess, brace arm chairs for the guests.—John Bruener, Sacramento, Cal.

### Grocers

SOAP. The matchless dirt lifter. It saves money for everyone who uses soap because it saves whatever is washed with it. Won't hurt a single thing but dirt and grease.—Cone's Cash Grocery, Findlay, Ohio.

TO EAT AND DRINK. Here you get what you think you get. You get the best that markets of the world produce. Nothing unworthy and unreliable goes from here for the reason that we see to it that nothing unreliable or unworthy comes in.—Hall's, New Haven, Conn.

THIS IS THE WAY IT GOES. Many people act upon the suggestions put forth in our advertisements—others hear of the advantages of trading here from their neighbors. Thus the word is passed around, about this active, clean and beautifully supplied marketing place—and so it is becoming more widely known and the better known the better liked. Do you trade here?—Foley's City Market, Hartford, Conn.

"MAKES EXCEPTIONALLY FINE MUSH." This corn meal is of more than usual goodness. Made from corn specially grown for the purpose. Rich golden color, suggestive of gold dust and good flavor. An expert in the matter says that this is the finest he ever saw.—Acker's, Philadelphia.

HIS DINNER PAIL.—Give him good coffee. Some

kinds of coffee turn bitter when they get cold. There's no pleasure in drinking bitter coffee. Saludo blend coffee is the coffee for his dinner pail. It's never flat or bitter, and, best of all a little of it goes a long way. It's the cheapest good coffee in the city.—Thos. Martindale & Co., Philadelphia.

DON'T SCOLD THE COOK because she had a failure with her cooking. Perhaps she used poor lard. Order A Can Of Our Lard.—Mohr & Yoerk Pkg. Co., Sacramento, Cal.

RIPE OLIVES. They are served after the fish as an appetizer, and no dinner is complete without this highly prized delicacy. What wit is to conversation flavor is to food; wit enlivens the discourse, flavor delights the palate. Quality, not quantity, being the rule.—Goldberg, Bowen & Co., San Francisco, Cal.

YOU SHOULD know by this time that we're saving you money and at the same time building up a big business. We keep your trade by the quality of our goods.—Goldberg, Bowen & Co., San Francisco.

GET OUR JUNE catalogue and compare the prices with what you pay; that's not much trouble and may save you money. And don't forget the goodness of the things.

Going to the country?

You'll get hungry and need plenty of good food.

We'll ship promptly, pack carefully and of course you know every-thing will be of the best.—Goldberg, Bowen & Co., San Francisco, Cal.

#### Opticians

THINK OF EYE GLASSES that don't pinch the nose. No skin abrasions. No black and blue indentions. No sore noses of any sort—from eye glasses. And yet—no slipping or tipping or shaking or falling of the glasses. The Schmidt Clip does it—attached for 50c.—F. G. Schmidt, New York.

LOOK to your eyes. Sight is the most inestimable of all blessings; blindness of all afflictions. This being so you will readily concede the great importance of your eyes as a part of your animal organism. A momentary realization of your helplessness without them will aid you to a juster appreciation of their worth. Spectacles made to protect and preserve the sight. Office at McKelveys, St. Joseph, Mo.

EYE COMFORT. Your eyes may not be in a condition to make the use of glasses a necessity. In many cases they are a luxury, aiding the vision and relieving the strain. We pay particular attention to adapting the frame to the face for comfort and appearance.—I. A. Beretta, Oakland, Cal.

A HANDSOME FACE is not disfigured by our fine eye-glasses, but your beauty and eyesight are preserved at the same time. Don't neglect the impaired or imperfect eyesight. It is a great mistake, and none know it better than the experienced oculist or optician. "A stitch in time saves nine."—G. L. Schneider, Stockton, Cal.

EYES WON'T ACHE if they're properly fitted with glasses that suit; remember your eyes are too sensitive to be trifled with.—F. Rolshaven, Detroit, Mich.

#### Jewelers

A WATCH TICKS 141,912,000 times every year. The various wheels revolve from 8,768 to 4,730, 450 times annually, and yet we commonly find watches that have been allowed to run five or ten years without cleaning or fresh oil. If your watch is good treat it as

Everybody reads

## THE PRESS DEMOCRAT

Santa Rosa, Cal.



Isn't that the kind of a paper to advertise in?

**PATRICK & CO.**  
**RUBBER STAMPS.**  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

## Distributing Brings Results

and results are what every advertiser wants. I distribute circulars, booklets and all kinds of advertising matter in San Francisco, Oakland, Alameda and Berkeley. Estimates as to cost of covering this territory gladly given. Good work guaranteed.

**Wm. M. Weil**

106 Pine St., San Francisco

Telephone, Main 678

you would any other piece of machinery.—Ryrier Bros., Toronto, Ont.

IMPROVED NOVELTIES FOR WEDDING PRESENTS.—There's a little list below of some beautiful mantel and cabinet pieces and other ornaments in which you may be interested in this month of weddings. Very many more, just as appropriate for wedding gifts and just as attractively priced as these.—John Wana-maker, New York.

A GOOD WATCH FOR A LITTLE PRICE.—Not a pocket clock. Suitable for the boy at school or the man who must be on time at his work.—C. L. Ruth, Montgomery, Ala.

PEACHES AND CREAM taste all the better when eaten with a sterling spoon—the kind I have for 75 cents. Have heavier ones with gold bowls for \$1 50.—Chas. E. Rose, Telluride, Col.

WATCHES ARE LIKE OYSTERS—you should not judge the inside by the shell. As well try to tell the kind of tobacco a man chews by looking at the box he carries it in.—J. H. Lehson, Butte, Mont.

GEMS OF BEAUTY rich and rare are in our diamond stock. Some of the largest and finest ever seen in Sacramento—beautifully cut, magnificently set.—Klvne & Floberg, Sacramento, Cal.

#### Dentists

ARTIFICIAL TEETH that fit, look lifelike, are durable and add to their usefulness the charm of beauty. We make that kind.—Dr. R. E. Henshie, Taylorville, Ill.

KING TOOTH.—The tooth root that you may suppose hopelessly useless from decay or accident, has been transformed by the skill of modern dentistry into a prince among teeth, the heir-apparent to a crown of gold which will restore its lost beauty and usefulness. Do you understand this dental crown work? I do—from years of active experience—and I'd like to tell you some interesting things I know about it.—Dr. E. E. Quivey, Lafayette, Ind.

QUEEN ELIZABETH NEVER SMILED after she reached a certain age. Her teeth, once pearly white and beautiful, had become black and decayed. The wise queen knew the repulsion caused by unsightly teeth. We make natural teeth strong, healthy, and beautiful. We put in fillings which stay where they are placed. We make artificial teeth so natural that both the wearer and the person who disapproves of artificial teeth are deceived. We do perfect work and charge moderate prices.—Painless Dental Parlors, Peoria, Ill.

#### Hardware

SOME FOLKS go FISHING along about June 1st every year, and go with such poor equipments that they have no "luck" and don't want to go again until the next June 1st. We know some people who are going fishing this June who will probably want to make more separate fishing excursions than there are days in the season. They'll start out well equipped—they bought their tackle here—and they will probably have the same kind of "luck" that enables a good workman with good tools to do good work and lots of it. "Tackle tells." Don't forget that, please.—The Danbury Hardware Co., Danbury, Ct.

TIME TO MOW.—As the grass grows high, the scythes grow low. We have the lawn mowers, scythes, sickles and shears that will fit your grass. None are better than the lot we are now offering at clean shaven prices.—Thorne & Deardorff, York, Pa.

HOUSE FULL of flies? Well, get rid of them. Screen your doors and windows and that is the last of them. We have a very good stock of screens and our prices will surely be satisfactory.—W. P. Fuller Co., Sacramento, Cal.

WARM WEATHER. Don't perspire over a hot stove! See Klein about a gasoline stove. Every size. It will save fuel and save you time and trouble.—F. Klein, San Jose, Cal.

WE WANT YOUR PAINT ORDER bye and bye. It is a trifle early, perhaps, to mention it, but we only wish to start the wedge that may open up the way later.—H. H. Hay & Son, Portland, Me.

TOAST YOUR TOES at our stoves. No better made.—P. J. Kelly & Co., New Haven, Conn.

HANDSOME, HOT AND HANDY—these stoves.—John C. McManus, Hartford, Conn.

## ALAMEDA COUNTY

For the BEST RESULTS  
Advertise in the  
**Berkeley Daily Gazette**  
Advertising Rates on application

## Oakland Tribune

"Best paper in Oakland"—*Printers' Ink*

## A Good Advertisement

in a good newspaper, like the Oakland Enquirer, is a good investment. It is always busy—never sleeps. In Oakland there is no paper as good as the Enquirer.

Ask Hadley about it.

Oldest and Best  
Paper in Alameda

## The Daily Encinal

G. F. WEEKS, Editor

## A BIG ADVERTISING SIGN, AT SKAGUAY, ALASKA



This photograph was the cause of much interest among the people of Skaguay, Alaska, and it was the only one of its kind in the city. It was taken by the photographer, Arthur Chas. Co., and it was the only one of its kind in the city. It was taken by the photographer, Arthur Chas. Co., and it was the only one of its kind in the city.

TELEPHONE 710 25

COMMERCIAL BANK & INSURANCE WORK  
A SPECIALTY

*Callaway*  
*Lithographing Co.*

DESIGNERS ENGRAVERS  
LABEL & COLOR PRINTERS

418-422 COMMERCIAL ST.  
SAN FRANCISCO

W. E. HEDGES, Manager  
LITHOGRAPHING DEPARTMENT



Phone 7400  
413 Commercial Street, S. F.

4. FINE LITHOGRAPHIC AND PRINTING INKS. 4.

THE MODERN HIGH ART ILLUSTRATORS  
OF THE  
PACIFIC COAST.



GUTH

OUR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

PHONE MAIN 5303

*Union* PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

## Good Advertising Taught by Mail,

through the Fowler Correspondence College of Advertising. Located in Boston, conducted by Nathl C. Fowler, Jr., recognized throughout the world as the highest authority on advertising and that which advertising stands for. A perfect plan or system whereby anyone can acquire skill in the art of advertising at a very moderate cost. Write for fullest particulars to

FRED'K VAIL OWEN, Pacific Coast Agent  
1405 Call Building San Francisco, Calif.

# The Ad Book

## Send me One Dollar

Together with:

Any advertising proposition you want an opinion on; or

Any booklet, circular, catalogue, or other printed advertisement; or

Any proposed plan, method, or medium of advertising; and

I will tell you what I think of it, from the standpoint of experience; why it is good or bad, and how it may be made better.

I will include, also, a year's subscription to the Ad Book.

FRED'K VAIL OWEN, CALL BUILDING, SAN FRANCISCO

SUBSCRIPTION PRICE, \$1.00 A YEAR

## The Ad Book

is now printed by

### The Murdock Press

It is a fair sample of the  
work being turned out at

532 Clay Street

The enlarged plant is  
ready for any kind and  
any amount of printing.

  
C. A. Murdock & Co.

Charles A. Murdock  
President

Horace P. Brown  
Superintendent

Telephone Main 1397

## Cards



*all kinds, round-  
cornered (die-cut)  
— square-cornered  
(hand-cut). Any  
old price—*

*try*

Bonestell & Co.

*Sole Agents*

*401-403 Sansome Street*

*500-508 Sacramento Street*

*San Francisco*

*Ivory board is the  
stuff for half-tones  
—price reasonable*

## Fowler's Publicity

### Tells You How to Advertise

Fowler's Publicity is a book about the  
size of Webster's Unabridged Dictionary; the  
most complete work on advertising ever pub-  
lished. Over 1,000 pages, 250 departments,  
2,000 engravings and illustrations for advertis-  
ing and printing; costs \$10.

Fred'k Vail Owen Pacific Coast Agent

1405 Call Building

San Francisco, Cal.



# The Ad Book

A Monthly Exposition of  
Modern Advertising

Volume III

San Francisco, July, 1898

Number I

Published on the 1st of every month, by the AD BOOK PRESS. Ten cents a copy; one dollar a year, in advance. Subscriptions outside of North America, one dollar and a quarter, to include additional cost of postage.

## ADVERTISING RATES

On cover, \$50 a page; \$25 half-page; \$13 quarter-page. Inside pages, \$25; half-page, \$13; quarter-page, \$7. Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FRED'K VAIL OWEN

If you write a good advertisement, or see one some one else has written, send it to the AD BOOK, that others may see it.

Short articles on advertising, or anything of interest to advertisers, are always acceptable. If you have anything worth telling, let the readers of the AD BOOK have it.

We are likely to get out of advertising just what we put into it, says *Art in Advertising*. A steady, determined, and earnest effort will be repaid in turn by gradual, but steady, increase of business.

Papers sent to this office containing anything for the editor to see, should be stamped "Marked copy." Otherwise it may not be seen. And the editor wishes to see anything of interest to advertisers.

Some salesmen make successful advertising difficult, by refusing to co-operate with it, and by neglecting to treat courteously patrons brought to the store by it. A good many people doubt advertising; they go to the store doubtingly, and an indifferent salesman, instead of removing the doubt, crystallizes it into a conviction.

MORGAN BROS.

Importers and Dealers in Gents' Furnishing Goods,  
229 Montgomery Street.

SAN FRANCISCO.

EDITOR AD BOOK:

Notice this gem of horrible examples. Is it an example of yellow adsmithism? or did the man write it himself? Is it English or dialect?

Yours truly,

J. A. MORGAN.

This "gem" consists of a would-be artistic circular from Greenebaum Brothers, jobbers (or manufacturers?) of Puritan waists and blouses, Philadelphia.

The first page consists of a ridiculous attempt at ornamentation with printer's tomfoolery; the second page is what causes Mr. Morgan to ask, "Is it English or dialect?"

Here it is, minus the red letters and ornaments:—

We thank you for your substantial approval of our untiring efforts for this spring season, promising to be ever thoughtful of your interests in seasons to come. We now dawn upon the summer business of '98 with domestic and foreign percales we shall aid you to show these effects, rich in combination, and not the least, sightliness, such as the Puritan Make only can produce. Allow us to send samples,—they are always ready, and will please you, we pay all charges. Of our fall novelties, we shall talk about later, each number indicating originality. Again thanking you for your hearty appreciation of our efforts, we are, yours faithfully, Greenebaum Bros., 34 Fourth Street, Philadelphia.

This circular was sent to the trade, probably in the belief that it would cause a stir which would keep their order-clerk busy.

It fell into unappreciative hands when it reached Morgan Brothers, and doubtless more than one recipient tossed it into the waste-basket, with the thought that a firm sending out such poor advertising probably sent out equally poor goods.

Advertising should represent the advertiser, not misrepresent him.

BENTLEY, BASS & Co.  
Fine Dry Goods, Clothing, Hats, Shoes.

EDITOR AD BOOK: TEMPLE, TEXAS.

Kindly criticise inclosed current advertisements frankly. Yours truly,

H. W. SPEER, Adv. Mgr.

The advertisements are distinctive, attractive, and well written; they are brief in their wording and direct in their language.

Distinctiveness is attained at the expense of space, by putting each item in a little square by itself. The effect is to make the advertisement stand out prominently on the page.

In another column is shown a reduced facsimile of one of the advertisements, showing the general style of several two-column and three-column ads. sent.

Unless advertising rates are very low in Temple, a more economical use of space would be advisable. Effectiveness can be accomplished by less space-using methods.

THE HOWARD H. HOGAN CO.  
Wholesale Grocers.

SAN FRANCISCO, July 20, 1898.

EDITOR AD BOOK:

Will you kindly have your subscription agent call? We wish to subscribe and pay for one year's subscription to your valuable book. We are free to confess that we have received many good and timely suggestions and ideas from your paper, and we will take pleasure in subscribing for same.

We have recommended your book to J. A. McClelland & Co., general merchants, of Napa, Cal., and they request that you send them a sample copy, stating that they would like to subscribe also.

Please attend to above, and oblige,

Yours truly,

THE HOWARD H. HOGAN CO.

D. JOHNSTON & Co.  
Printers.

SACRAMENTO, July 19, 1898.

EDITOR AD BOOK:

Inclosed please find W. F. & Co. money-order for \$1.00 to pay subscription for one year for the AD BOOK. Kindly send same to our address at No. 410 J Street, and oblige,

Very truly yours,

D. JOHNSTON & Co.

**It's easy**  
to match these prices  
**It's hard**  
to match these qualities.

Brisker business brings bigger, better buying. Better buying, better bargains. The proof of all is here. Just a word: In rounding up bargains we never forget "Quality". Prove us this week along these lines.

**Come with the crowd**  
and take advantage of prices

**Dixie Frames**

For mosquito bars. Bronze, never out of order. Clean, Cool, Slightly, Easily adjusted.

We fit them to any bed (bars extra) for **\$1.50**

**Mosquito Bars.**

With the usual wooden frame and pulley. Owing to quality, 2.25, 2.00, 1.50 and

**\$1.25**

**Misses Lace Boot.**

Spring heel. Chocolate. Pretty vesting top. Few only left. 2½ to 5½, to close at

**\$1.25**

**Parasol Pick-Ups.**

Black, white, plain, fancy, flounced, all sorts from child's 25 center on up to a lady's latest canopy top for

**5.00**

**Men's Talcum Powder**

The genuine brand. The regular 25c quality

**20c**

**Lace Curtains.**

The popular ecru shade 10 1-2 feet long 4 1-2 feet wide. Handsome floral patterns. Per pair

**\$1.00**

**Window Shades.**

Good Holland Cloth. Hartshorn roller. 7 feet long with nice knotted fringe. Light and dark green and tan. Each

**35c**

**Carpets.**

A few nice patterns, all wool warp and filling, on your floor per yard,

**40c**

**Cool Linen Suits.**

For men. Nearly all sizes. A well made substantial and comfortable suit 2.00 and

**\$2.50**

**Madras Shirts.**

An elegant fabric for men's negligee shirts, boys waists, etc. Pretty line patterns worth 20 cents, short Lengths, per yard,

**12 1-2c**

**Bentley, Bass & Co.,**  
The Cash House.

12 and 14 Main Street,

Temple, Texas.

## Price Advertising

"If it's worth it, tell it, and keep a-telling it."

Out of 83,000,000 people in the United States, 82,500,000 are interested in the price of everything wanted. There never was a man or woman with money to burn, because those who say they have money to burn have not money to burn, and therefore everybody, except the infant, is constantly reminded of price as connected with necessity or luxury.

### A Gold and Rubber Combined Set of Teeth for

\$8

The rubber plate commonly worn is often the cause of diseases as CHRONIC SORE THROAT, NEURALGIA, DISORDERED DIGESTION, Etc., though the plate is seldom suspected as the cause.

PLATE No. 1.—A fairly effective advertisement, but one which can be easily improved.

What it costs, as much as what it is, is a part both of the economy and the extravagance of buying.

Prices count, and will count as long as money is counted.

A poor thing at a low price may not sell as well as a good thing at a good price, but the sale of every article is limited by the harmony of its quality and price, as well as by the necessity for it and the demand for it.

It is not always necessary to advertise price, but stating the price is an essential to success that is frequently not appreciated.

Frequently, the better plan is to talk quality and intrinsic value, or economy, or beauty, or luxury, or convenience, than to publicly proclaim the price, as it may be advisable for the salesman to be the first price-teller; but there are cases where prices must be advertised, and often as prominently as the goods themselves.

The price in a bargain-sale advertisement needs to be as conspicuous as, if not more prominent than, the descriptive matter.

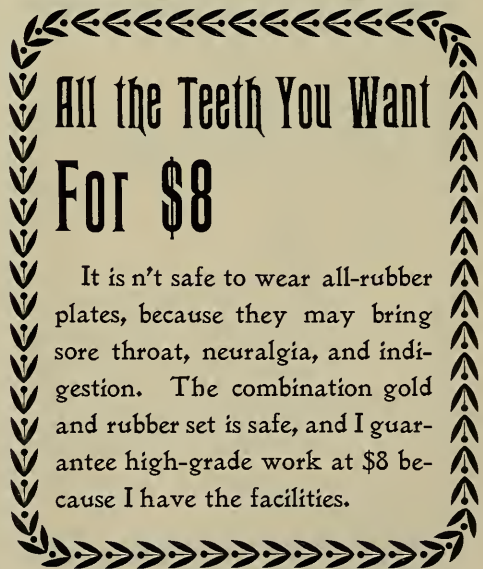
In a clearance sale, the price should be one of the two important points advertised.

The reduction advertisement should have the price in the largest possible type, near or at the head of the announcement.

While general principles indicate that it is better to advertise one thing at a time, there is no objection to announcing any number of articles at the same time, if under a special-price or bargain heading; for such advertising proclaims a single fact, and therefore it is of the one-point-at-a-time order.

When prices are advertised, it is best to announce them boldly, frankly, and most conspicuously.

The price advertisement must be honest, and its argument should attempt to prove



**All the Teeth You Want  
For \$8**

It is n't safe to wear all-rubber plates, because they may bring sore throat, neuralgia, and indigestion. The combination gold and rubber set is safe, and I guarantee high-grade work at \$8 because I have the facilities.

PLATE No. 2.—Matter in Plate No. 1 rewritten and reset. Heading in Rubens. Reading-matter in 10-point Jenson. 12-point Border No. 1284

that the cut is in the price, not in the quality.

The reduction advertisement had better give the former price as well as the cut

price, but reputation is ruined if one marks up the former figures that he may create a false difference.

The public will not buy anything at five dollars if it is said to have been formerly

# WILLIAM BROWN

## LECTURE,

### Houston, January 20th, 1897.

# \$1.00

ROUND TRIP, INCLUDING ADMISSION,

Via **G. K. & Y. R. R.**

Special Train leaves at 5.30 P. M.  
Leaves Houston returning after lecture.

PLATE No. 3 — A bad form of price advertising.

listed at twelve, because the cut, honest though it may be, is not believed to be honest, and there is no good in unrecognized honesty.

**You can  
hear Brown  
for \$1**

Round trip, including admission, one dollar. Special G. K. & Y. train leaves at 5:30 P.M. and returns immediately after lecture.

PLATE No. 4.—Matter in Plate No. 3 rewritten and reset. Headings in 24-point Satanick. Reading matter in 12-point Old Style No. 5. 12-point Border No. 206.

The public will buy a twelve-dollar article at eight, nine, or ten dollars, and believe it to be a bargain, but as long as the public maintains its present intelli-

gence, it will not believe that any one is fool enough to cut fifty per cent, unless the cut is to the buyer's disadvantage. The public mind is a commercial water-pail, and the advertisement is the water. If the advertiser attempts to fill the pail by turning a barrel into it at one time, he will waste nearly all of the water, and not fill the bucket to its carrying capacity; while if he pours in the water gradually, he will waste none of it, and will make the public hold all it can hold.

Dishonest bargain sales, with false cutting statements, have brought immense business, but the chances are that it is only transient, and is of the boomerang character, that will return to the advertiser to crush him.

# AT 39c.

Men's White Unlaundered Shirts,  
Linen Bosoms, made from good  
quality Muslin—every one of them  
worth 50 cents—any size,

# AT 39c.

PLATE No. 5.—A very well written and set advertisement, but admitting of some improvement.

When prices are advertised they must be right prices, and when reductions are announced they must be backed with reasonable proof.

The public cannot be continuously fooled. He who tries to fool the public all of the time will find that he, not the public, is fooled.

Figures must be printed in plain type. There are too many fancy types on the market, with nines that have so short a tail as to make them look like ciphers, and with ones that appear like little i's.

Have the figures distinct, plain, and strong.

There is nothing artistic about figures, and no attempt should be made to make them artistic. Never cut the price, nor advertise the cut, until reasonable effort

cle sold, and holds a regular line of custom without an influx of unprofitable people who go a-shopping, but not a-buying. —*Fowler's Publicity.*

[Copyright, 1897, by Nath'l C. Fowler, Jr.]

### Artistic Booklets

Some handsome booklets advertising the products of the Armour Packing Company, the Gilliam Manufacturing Company, the Van Camp Packing Company, and the Morse Chain Company have been received from Mr. A. E. Wheatley, who supervises the work of this character turned out by the W. B. Conkey Co., Chicago. Every one of them is a model of good taste; richly artistic, but devoid of overstraining after art. They bear the stamp of a master mind at booklet advertising.

The Hispano-American war has brought out many advertising novelties and conceits, the latest thing reaching this office being a generous biscuit of hardtack from Mr. E. T. Perry, the New York special agent. This piece of hardtack is used to advertise the Scripps-McRae League—the Cincinnati *Post*, Cleveland *Press*, Akron *Press*, St. Louis *Chronicle*, Kansas City *World*, and Kentucky *Post*.

*Profitable Publicity*, San Francisco's would-be swell journal of advertising, has gone the way of the weakling, and is no more. Dimes sent for sample copies are gratefully accepted, and nothing said or sent in return.—*The Book and Newsdealer.*

*What to Eat* for September has for a cover a little ducky holding a slice of watermelon twice as large as himself, while the frontispiece shows Uncle Sam devouring a slice of the same fruit, labeled "The Philippines."

## The Only 39 Cent Shirt Fit to Wear

All the fit of a high-grade shirt—longest longevity—linen bosom—good enough for the man-of-a-dollar-shirt. We sell it for 39 cents because we want to.

PLATE NO. 6.—Presented as an improvement upon the matter in Plate No. 5. Heading set in Bradley. Reading-matter in 12-point Old Style No. 5. 18-point Border No. 209.

is made to sell at full price. Cut prices bring trade—and sometimes shake public confidence.

The house that can maintain regular prices for everything makes more money, because it gets more money for each arti-

## 1000 BOOKLETS \$10.00

I print one thousand business-bringing booklets for ten dollars. ♣ The kind I print invariably commands attention, and produces results. ♣ You have certainly seen some of them—they come in your mail quite often. ♣ ♣ ♣

F. H. ABBOTT

316 Battery Street  
Telephone Main 1299

PRINTER

## Street=Car Advertising

Previous mention was made of the advertising of Centemeri gloves being increased to the entire car system at the commencement of the summer or "dull" season. Usually, advertisers reduce their space during summer months, but here is an advertiser who reverses the rule, and goes in heavier.

The results so far have proved the wisdom of extra advertising; and by the time the Fall and



Winter trade sets in, everybody will associate "Centemeri" with even the thought of gloves.

The entire system is to be used continuously. Facsimiles of two new cards are shown. The smaller card is extremely brief and forcible, while the larger card is, on the contrary, a little crowded and overloaded. It carries the now well-known pair of lady's hands putting on a pair of gloves. The continued use of this illus-



**You don't know  
all that's good to know  
about gloves until you know  
Centemeri's**

Kid or Suede 3 clasps \$1.50  
two-tone cambricry

**D. CENTEMERI & CO.**

W. M. SMITH, AGENT.

**128 POST ST.**

ration has given it all the value and distinction of a trade-mark.

The idea that street-car advertising is purely local, reaching the home consumer only, is shaken in this instance, for a number of sales have been made to out-of-town people directly through this advertising. Country people visiting the city find the cards in the street-cars as interesting as do city folks.

The H. S. Crocker Co. are advertising the Miller Removable Leaf Ledgers in the street-cars by means of a series of three illustrated cards, one of which is reproduced here. By means of the three cards the whole story of the ledger is told and illustrated at the same time.

**Opens flat; self-indexing.  
Only live accounts kept; all  
past matter removed to Transfer  
Ledger.**



Sold by  
**H.S. CROCKER CO.**  
217 Bush St.

Johnson's Creamerie has been continuously advertised in the street-cars, with very evident results. Mr. Johnson is simply repeating his experience with his Montgomery Street restaurant, which he advertised into a profitable business.



His new card is here shown, a change from the plain black-and-white printed cards at first used.

Among believers in the business-bringing strength of street-car advertising is L. B. Hetty, of the Electrical Works. He has had a card, in two or three lines, continuously for three years, and is pleased with the results of a moderate expenditure.

Street-car passengers will have their interest in the advertising cards renewed by a complete change in the wording of the Macbeth announcements of Pearl Top and Pearl Glass Lamp Chimneys.

## Country Advertising

Several San Francisco retail stores have lately commenced advertising in country dailies throughout California. The Emporium, under its new management, was the first notable advertiser to take up the country field.

### "THE CREDIT HOUSE" Six Stories High



Comfortable Rocker, in mahogany finish, upholstered in rich tapestry. Wide seat, broad flat arms, designed for restfulness.....\$2.50

That's one sample from seven floors of fine furniture. Carefully packed for shipment and put on board cars or boat, free.

**M. FRIEDMAN & CO.**  
233-235-237 Post Street  
SAN FRANCISCO

Later, the grocery firm of Goldberg, Bowen & Co. added a select number of country papers to the mediums used to advertise their special three-day sales.

M. Friedman & Co. are the latest to try country advertising, hoping thereby to extend their

already large country trade. Their first advertisement is herewith shown. The advertising is changed once a week, thus giving six insertions to each advertisement.

Following is a list of the papers to which this advertising is going. The number will probably be increased if results are satisfactory: Alameda *Encinal*, Eureka *Standard*, Grass Valley *Telegraph*, Napa *Register*, Nevada City *Herald*, Redding *Free Press*, Petaluma *Courier*, Santa Cruz *Sentinel*, Santa Rosa *Press-Democrat*, Vallejo *Chronicle*.

THE EVENING NEWS.

SAN JOSE, CAL., July 20, 1898.

EDITOR AD BOOK:

I am in receipt of several copies of the latest AD BOOK. I will put them where they will do the most good. The AD BOOK improves with every issue. You are telling people how to advertise; not how not to. The latter I consider the fault of many publications of this nature. Anybody can criticise and pick even a good ad. to pieces. People don't want to be told they are doing wrong, but are willing to be advised to do right. The AD BOOK can accomplish much for the newspapers. Wishing you every success,

Very truly,

C. W. WILLIAMS, Publisher.

Among the beautiful posters at present showing in San Francisco is an eight-sheet for the Lillian Russell Cigar. Besides being an attractive bill, it is a pretty compliment to the perennially fair Lillian.

The advertising for the Capadura Cigars in the street-cars and on the billboards and painted bulletins is plain, but the agents say they bring purchasers. The quality of the goods does the rest.

Among the advertisers who have recently used one-sheet posters to advantage are the Van Camp Packing Company for their Tomato Soup, and the San Francisco and North Pacific Railway for the recent excursions to Ukiah.

M. A. Gunst & Co. are placing in this city and elsewhere a 24-sheet poster made up of a handsome 8-sheet litho with a strong black 8-sheet on each side. It makes still wider known the General Arthur Cigar.

"I'se in Town, Honey," is again seen on billboards and painted bulletins. If the use of this particular Pancake Flour will give consumers the hearty and jolly look of Aunt Jemima, long life to her.



Suits for every purpose—except to wear out quickly.

Suits of serge, crash—wool or linen, nun's cloth, flannel, and all other good cooling stuffs.

So, all over the body: cool underwear, cool negligee shirts, cool russet shoes, cool straw hats.

Of course you can get boys wash suits for 98c; anybody can get bamboozled.

\$2 to \$6 here, with your money back if you want it.

ROGERS, PEET & Co.

## Malt Nutrine,

A healthful and invigorating tonic; non-intoxicant. Especially recommended for mothers and convalescents.

Per Bottle, **25** Cents.

**PATTERSON'S PHARMACY**  
441 E. Main St.



Our not closing until 6 o'clock gives you heaps of time to poke around and spy out just what you want. And it's here, no matter what part of you, you want to cover; no matter for what purpose; no matter whether you're a boy or a man; no matter whether it's a money-saving tid-bit or regular stuff.

Clothes, shoes, hats and furnishings.

ROGERS, PEET & Co.



Fox Patent Eyeglasses are always safe. They are perfectly adjusted and stand any amount of jarring.

MADE BY

**FOX OPTICAL CO.**  
18th and Chestnut.

## Laundry Saving

These prices will mean most to those who know what perfect work we do. Shirts 8c.

Underwear 5c.

Collars, Cuffs, Hose and Handkerchiefs, each 1 1/2c.

Other work at proportionate prices. We save both money and apparel. Our steam-heated ironers save the fiber of your linen—ordinary ironers destroy it. Fashion sensibly decrees

**DOMESTIC FINISH,**

but you can have what you want—drop a card or telephone for our wagon.

The Eureka Laundry Co.,

ESTABLISHED 1869.

155-157-159 W. Madison-st.

Telephone Main 4782.



"Don't shove, don't push," just because we close at one. The stocks are so large, the salesmen so many, that all of you can get what you want and get away on time.

Any part of any man or boy's body covered, whether ocean voyaging, mountain climbing, surf swimming, riding, driving, scorching, at the links, down on the farm; or only idling the hours away at home.

ROGERS, PEET & Co.

## Outing Tents

Do not be deceived into buying Eastern-made tents. A tent is something that should be substantial. If you'll come in we will show you just how ours are made. We have them in stock or make them to order.

**LOCKE & LAVENSON**

Carpets, Curtains, Tents,  
316-318-320 J Street.

## Office Chairs



of the comfortable, handy sort, all patterns, upholstered or not, as you like them best.

Prices from

**\$2.50 up.**

Finished to match your desk. We also make and sell

**EVERYTHING FOR THE OFFICE.**

Our line of filing cabinets, etc., will interest every business man. Call, write or telephone.

**The Globe Company,**  
Tel. Main 1426 226-228 Wabash Ave.

**WARNING!**  
No Connection with any other Furniture Store using the name "STRAUS".  
Be Sure you go to the RIGHT Number.

**Furniture Clean-Up.**

**SIMON STRAUS**  
No Branch Stores.  
38-60-62-64 W. Madison St.

Choice pickings this month. During July we close out the balance of our spring stocks at about one-half regular prices.

**CASH OR CREDIT.**

**EASY TERMS.**



China Matting, yd. 9c  
Fancy Jap Matting yd. 10c



250 Refrigerators, large size sale price **\$3.98**



50 Combination Book Cases with French plate mirrors worth \$16.00—sale price **\$8.95**



75 Morris Reclining Chairs oak or mahogany, with loose cushions—sale price **\$5.90**



Large Suite Oak Case Seat, Dining Chair, worth \$18.00—sale price **69c**

## Bicycle Department.

**CASH OR CREDIT—EASY TERMS.**

### '97 & '98 Bicycles

Standard makes, slightly used but all in good order, will go at **\$16.50, \$14.50 and \$12.95**



### The 1898 MONTAUK,

Seamless tubing, tool steel bearings, arch crowns, fully guaranteed, regular price \$40.00—while they last we will sell them at **\$19.75**

### The 1898 S. S. Special.

We claim this to be the best bicycle sold in Chicago for the money **\$35**

The 1898 **"Imperial"** None better. Few as good. **\$50**  
ONCE AN "IMPERIAL RIDER," ALWAYS AN "IMPERIAL RIDER."

## Here's a \$20 Bill For You.

OUR out-of-the-ordinary offer is capturing the good dressers of Chicago, and everybody is pleased except the tailors who charge \$40 to \$50 for the same suit that we are now making for \$20—trousers for \$5. Our \$20 suit means your choice of a big variety of the best imported and domestic goods—blue serges, chevots, cassimeres, English worsteds and Scotch goods—and made up with just indecipherable something about them that marks the artist-tailor. You can't describe it, but you appreciate it when you see one of BELL'S suits. They are silk-lined throughout; cut in price—not quality. We have just placed upon our tables the cream of the piece goods of Schenlau, the tailor who was recently closed by the sheriff. They were marked to be made up at from \$40 to \$60. We bought them way down, and you will get the benefit if you come while they last.

SCHONLAU'S \$40 Suits for \$20.  
SCHONLAU'S \$50 Suits for \$25.  
SCHONLAU'S \$60 Suits for \$30.  
SCHONLAU'S \$16 Trousers for \$8.  
SCHONLAU'S \$12 Trousers for \$6.  
SCHONLAU'S \$10 Trousers for \$5.

## Bell the Tailor,

143 CLARK-ST.,

Willoughby, Hill & Co.'s Old Stand.

# CARSON PIRIE SCOTT & Co.

## Clearing Sale

### Boys' Hot Weather Apparel.

All kinds and styles of Boys' Clothing, Hats, Shirts and Shirts-waists at a saving of  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ —an overstock causes us to make these large reductions.

\$2.25 Boys' Suit cut to.....	90c
\$3.00 Boys' Suit cut to.....	\$1.95
\$5.00 Boys' Suit cut to.....	\$2.95
\$6.00 Boys' Suit cut to.....	\$4.25
\$7.00 Boys' Suit cut to.....	\$5.00
\$8.00 Boys' Suit cut to.....	\$6.00
\$10.00 Boys' Suit cut to.....	\$8.00
75c Boys' Washable Pants cut to.....	30c
\$2.00 Boys' Washable Suits cut to.....	\$1.00
\$1.25 Boys' Shirts cut to.....	89c
\$1.25 Boys' King Waists cut to.....	75c
\$1.00 Tam O'Shanter Hats cut to.....	75c
75c Tam O'Shanter Wash Hats cut to.....	50c
75c Boys' Blouse Waists cut to.....	39c
75c Golf Caps cut to.....	50c

#### Combination Suits.

We have about 200 all-wool extra well made thoroughly reliable Combination Suits—a double-breasted Suit with extra pair of pants to match—that were considered good value at \$5.00, but now they are offered while they last at..... **\$2.80**

#### Your Summer Trip?

Are you puzzled about your outfit? Come and get some ideas from Nicoll's displays. You will find there every conceivable color, texture and style of garment. English worsteds and Irish home-spuns—special for a short time.



now. Send for samples or come and see for yourself. Suits \$20.00 and up.

Next time try  
Your Money Back  
If Not Satisfied,  
Satisfied.

Clark and Adams-sts.  
Branches in 11 Large Cities.



The vacation boy is a tree climber

If he can't find trees, or fences; then any old thing will do—for he must climb.

Hard on his clothes, but good for the boy—develops muscle

Here are boys' clothes for the roughest about service of summer vacation; or for dressier uses of the resorts.

We outfit boys from 4 years of age up; also men of advanced sizes and ages down.

Quality always the best at the price whatever your age—or your price, within reason.

F. M. ATWOOD,  
N. W. Cor. Madison and Clark Sts.

#### Don't Rub Don't Scrub

Science makes it needless. It produced

#### Mayer's Soap

That peerless cleanser and labor saver. No boiling, a hint of rubbing and the work is done.

YOUR GROCER

#### He Earns It— You Save It

—money. We keep the housewife Save money in a hundred different ways. One of our ways is in selling

#### Saltado Blend Coffee

25c a lb., 4 lbs. \$1.00

The cheapest good coffee in America

#### MARTINDALE'S

10th and Market Sts.

## To-day We'll Clothe The Multitude!

And every Man and Boy will be a satisfied one with what he gets from the Old Corner.

The needs of this community were studied and provided for in Clothing months ago! That's why we're ready for this June Saturday's business at all points. Go over the city—look, investigate—here's the stock that bears the honors for good goods and money spent.

#### Men's Suits

We're strong on the fine Suits—the merchant-tailored \$35 to \$45 stuffs—plaids, checks, worsteds, cassimères, etc.

The stock's always ready for any demand: \$7.50 to \$16.50—particularly good for \$10. Separate coats, without lining, \$2.50, \$3, \$3.50, \$5.

#### Serge Suits

Summer wouldn't be summer witho' almost countless Serge Suits here! They're coming every day, even now, from the makers in great quantities.

Men's \$3.50 Shirts

#### Suits for Boys—the best

Mothers, come—you'll get the right goods—the kind boys ought to wear; no disappointment in the clothes—none in the price. Knee trousers, double-breasted suits; all the good qualities, \$2.50 to \$8.50. All-wool Cheviot Knee Trousers, for vacation wear, \$11c, 75c, \$1.00. Very strong. Young Men's Blue and Black Serge Suits, \$3.50 to \$12.00; Cheviots, \$3.00 to \$18.00.

#### Men's \$3.50 Shirts

Vici Kid-black and tan. The best shoe at its price to-day. We guarantee it all through.

## Suits and Shirt Waists



And all the Dresses and Jacket Trimmings for Women grown and Women growing—Misses and Girls.

The money you save on them doesn't come out of quality or Style. They are the newest shapes and the fittest shapings. We put them now

#### At Half Prices

in this Midsummer Trade Sale, because there are still some ends of lots that we want to quickly say good-bye to. Think of

#### Women's Serge Suits—

Cool, Summer leather-weight Suits—fly front and blouse—at half and less than former prices

50 Serge Suits now \$5.00 to \$10

118 Blouse Suits now \$7.50 to \$12

95 Cover Suits now \$8.50 to \$15

#### Crash and Duck Skirts

25c to \$2 Saved on Each.

325 Pique, Crash and Duck Skirts—that many chances for saving.

Crash Skirts to-day at \$1.50

65c, 75c, \$1, \$1.25 and \$1.50

Pique Skirts, 90c, \$1.50, \$1.75 to \$5.00

#### Millinery at Half

To-day 95 of our finest Trimmed Hats for Women and Girls—trimmed in the highest style of the art—go to the half-price point:

\$18.00 Hats go to..... \$7.50

\$10.00 Hats go to..... \$5.00

\$7.50 Hats go to..... \$3.75

\$6.00 Hats go to..... \$3.00

Children's Trimmed Hats to-day at \$2.50, \$1.75, \$1.25 and.....

#### Summery Shirt Waists!

1150 beautiful garments—ready this morning. And—like everything else in this New Store for Women—every one bright, fresh—N.W.

They're about half price

45c Waists go for 20c

60c Waists go for 30c

65c Waists go for 35c

\$1.25 Waists go for 75c

Also, new, best white Waists, beautifully trimmed with neat insertion—all splendid values—\$1.75, \$1.45, \$1.00, \$1.20 and.....

#### Misses' Waists

Well made, stylish and splendid values.

The 50c kind for..... 25c

The \$1.00 kind for..... 50c

The \$1.25 kind for..... 75c

#### Girls' Dresses, Etc.

Girls' \$2.00 Dresses for..... \$1.25

Girls' \$1.50 Dresses for..... \$1.00

Girls' 75c Skirts for..... 49c

## Wanamaker & Brown

Open This Evening Sixth and Market

#### Men's Low Cut Ties, \$1.15.

Comfort for those tired feet. Cheap comfort, too. Men's soft, black vici kid elastic side low ties, neat plain square toes, flexible soles. Clearance sale price, \$1.15.

Men's soft tan vici kid lace oxford ties, plain square toes, flexible soles. Sale price, \$1.15. Not a great many pairs of either but enough for early comers. On display in the east window.

#### LAVENSON'S

#### Summer Clearance Sale

Fifth and J Streets.

Shoe clearance sale—two out of as

—just to show the way the wind is

—you can't come yourself, send your

—money back, you know, sale times as

—er times.

Wonder of it

are nice new

the factory,

fullness of

shoes as are

than \$4 or

in them is

skin, black

handsome

and stylish

the Louis 15th

heels. All

Sale price,

On display in the east window.

## A Modern Advertising Plant

Newspaper-offices are familiar enough, but the general public knows little of the methods of that other engine of publicity—outdoor advertising.

Combined and housed under one roof at Tenth and Market streets, in this city, is probably the most complete plant devoted to street-car, poster, and sign advertising in America.

An immense brick building, formerly the "Panorama," bounded on three sides by Market, Tenth, and Stevenson streets, is the home of Owens & Varney, advertisers.

The offices are on the ground-floor, Tenth Street side, with also an entrance from Market Street. On the Stevenson Street side are the quarters for the fourteen horses, wagons, trucks, and buggies, and a storage-room for lumber.

On the second floor are located the billroom, distributing-room, and the street-car advertising department. There are any number of folding-tables, racks, and filing-compartments. Here, also, is the paste factory, run by a steam-engine. A thousand gallons of paste are made at a time, and from the tank it goes to bill-wagons below, through pipes.

From this floor are shipped the posters and supplies to all points on the Coast.

The street-car department handles the advertising in the cars of San Francisco, Oakland, Los Angeles, and Stockton, the local trains to Oakland, Alameda, and Berkeley, and the Narrow-Gauge cars to Santa Cruz.

On the third floor is located the paintroom, containing a clear floor space of 12,600 square

feet, with thirty-foot walls, surmounted by a dome-shaped roof containing skylights.

There are eight galleries, each eighty feet long, for painting signs or paper. The painters work on trolley cars, running from end to end of each gallery. These galleries will accommodate sixty-four twenty-four-sheet stands at a time.

Here the large signs are made, being built in sections, 10 x 10 feet, and joined together, when erected, to make any size desired. The work in this department during the past three months



A "three-decker" location of Owens & Varney on Market Street, near Ninth. Five car lines; half block from City Hall.

included the following painted signs, in addition to numerous smaller contracts: 25,000 square feet for Capadura Cigars; 10,000 square feet for La Belle Creole Cigars; 2,000 square feet for Grand Master Cigar; 7,500 square feet for Arabian Nights Cigar; 4,000 square feet for Tesla Coal; 14,000 square feet for Ghirardelli's Cocoa; 14,300 square feet for Centemeri Gloves.

An equal amount of paper, painted and printed, was also put out, for various advertisers.



An Owens & Varney "three-decker" location on Van Ness Avenue and Hayes Street. The Centemeri, Capadura, and Roos Bros. signs are among the new ones. The Ghirardelli sign is the design used in all their present advertising.

## Dry Goods

**MUSLIN UNDERWEAR;** good, sensible garments; inexpensive, but pretty. Cut in generous fullness, from selected muslins, cambrics, and nainsooks. Made as women like them; priced as little as masterful buying will let us say. Trade Palace, 40-44 South First Street, San José, Cal.

**SHIRT-WAISTS.**—The great department of those indispensables—the washable waist—is now at the top notch of completeness, and the showing is hardly possible in stores not having the command of the world's markets and manufacturing facilities of their own, both of which we enjoy. Waists of linen, soft-finished piqués, ginghams, percales, Madras, and many other choice fabrics. Mandel Bros., Chicago, Ill.

**HANDKERCHIEFS AT HALF.**—The display on the handkerchief counter this week, both from the standpoint of price and assortment, is worthy of a special trip to the store. You're almost certain to find what you want in the stock, because the variety is wellnigh endless. Carson Pirie Scott & Co., Chicago, Ill.

**A COMMUNITY OF INTEREST** exists between this store and its patrons. They know that goods bought here are just as represented, and that we are always on the lookout for good values for them. B. Wilson & Co., Sacramento, Cal.

**WOMEN'S NECKWEAR DEPARTMENT.**—A general house-cleaning. Exquisite creations swept out at trifling prices, only because they're in little odd lots. Partridge & Richardson, Philadelphia.

**WOMEN'S BELTS.**—A pretty belt is the last touch that gives the finishing neatness to the figure; and here is a showing to delight the eyes of the wearers of them. We have some at very little cost; and yet, perhaps, no other item of the dress will add so much effectiveness to the costume as a really elegant belt that several dollars will buy. John Wanamaker, Philadelphia.

**WE SELL** flags, from a tiny, spangled banner not much bigger than your hand to the big burst of bunting that'll glorify your whole street. Don't delay buying your flags, for the demand outruns the production. J. R. Libby Co., Portland, Me.

## Dairy

**HEALTHY COWS** are essential for the production of a good and wholesome milk. Pure and wholesome milk is a necessary article of food for the proper nourishment of our coming generation. We believe in serving our customers with the best, and are always on the alert to give it to them. Jersey Milk, Cream, and Butter Company, 1259 Broadway, Oakland, Cal.

**BABIES AND INVALIDS** thrive when they drink cream and milk from the Jersey Milk, Cream, and Butter Company, 1259 Broadway, Oakland, Cal.

## Men's Furnishings

**HALF THE MONEY** you pay for Eastern-made shirts never sees Sacramento again; it goes to Eastern towns, not to return. All you pay for our shirts stays here. Sacramento people get it; Sacramento is helped by it. Made in our own factory, by Sacramento girls. Albert Elkus, Sacramento, Cal.

**ONE OF** our busiest departments is the furnishing goods; almost every day something interesting happens. There's not a new thing, from underwear to shirt studs,—if it's good,—that you'll not find there. No room to-day to tell about men's and boys' straw hats, negligée shirts, russet shoes; yet you ought to know about them. Rogers, Peet & Co., New York.

**THE MAN** who would a-wheeling go without expense uses the pants-guard sold here at a quarter; changes any pair of pants into bicycle-pants in two minutes. Ed. Kiam, Houston, Tex.

**THIN UNDERWEAR.**—Light-weight stuffs that are cool and comfortable even on the hottest days. But thinness is not their only virtue; fit and wear go hand in hand with coolness. Prices are low enough to make our underwear economical. R. C. Lewis & Son, Washington, D. C.

## Opticians

**EASY-READING GLASSES** for weak eyes; make your reading easy and pleasant. We guarantee a perfect fit. You take no chance whatever in buying glasses from us. We are here to stay, and can always be found when your eyes need a change of glasses. Valuable instruments for testing defective vision. No charge for examination, and reasonable prices for glasses. Money back if we do not fit you. Dobrowsky the Optician, Golden Eagle Jewelry Store, Yuba Street, Redding, Cal.

**WHEN OUT OF SIGHT, TRY US.** We can make you see more for your money than any other investment you can make. I. A. Beretta, Optician, 1151 Broadway and 456 Thirteenth Street, Oakland, Cal.



IF YOU  
WISH TO

**Advertise**



IN NEWSPAPERS, ANYWHERE, AT  
ANY TIME, CALL ON OR WRITE TO

**E. C. Dake's Advertising Agency,**

64 & 65 MERCHANTS' EXCHANGE,

PHONE MAIN 1063.

SAN FRANCISCO.

## Tailors

A PRETTY GARMENT always attracts attention, and a neat-fitting, prettily made tailor suit is what every gentleman desires. An artist in the line of cutting is H. Marks, who is showing the daintiest of patterns. Stockton, Cal.

A NICOLL SUIT, always a safe investment, is a very inviting one just now. With *guaranteed* style, workmanship and material, it is as near perfection as man's work can come. Suits \$15 up. Nicoll the Tailor, Chicago, Ill.

CORRECT DRESS.—Correctness in dress is said to be an art. We hold it is not only an art, but a duty. The duty rests with you, but the art may be left with us. The cost is n't so important, because it's reasonable. We have some excellent suitings at low prices. Campbell & Heffernan, The American Tailors, 224 East Main Street, opposite Court House, Stockton, Cal.

DIFFERENT MEN have so many different tastes in regard to their clothing, that we are compelled to carry a very large stock, so that we may please all. Sometimes we have a number of suits of a certain line left over, and, in order to effect a speedy clearance, offer them at a considerable reduction. The quality, style, and wear of our goods are all that could be desired. Call at Retail Department, Stockton Woolen Mills, corner South Lincoln and West Sonora Streets, Stockton, Cal.

## Furniture

HALL-STANDS—a plentiful variety. The hall is indeed desolate, cheerless and bare-looking nowadays that does n't boast of a hall-stand. No excuse for cheap-looking pegs in the wall when large, handsome hall-stands are so low in price. As we said above, a plentiful variety is here to choose from. Prices from \$7.50 to \$50.00. John Breuner, Sacramento, Cal.

BEDROOM SUITS AT A BARGAIN.—A hundred and seven bedroom suits require a large amount of space in our warehouse, and we find we have just that many suits in line that we can easily spare from our showing, so we put new and tempting prices on them to-day. All are new, fresh goods, made for this season's trade; one of the styles is especially suitable for summer furnishing, being of excellent quality at a very low price. John Wanamaker, Philadelphia.

SIDEBOARD ELEGANCE is not so expensive as is supposed. Five years ago a sideboard like this would have been made to order and cost a small fortune. To-day we can show on our floors over a hundred and fifty patterns that cannot be distinguished from order-work, and at about one third its cost. This particular pattern is in solid mahogany. The richness of the wood is heightened by an exquisite finish. The design combines just the right blending of ornament and plain surface. It will last with reasonable care a hundred years, and its price brings it within the reach of any one owning a house. Anthony & Cowell Co., Providence, R. I.

## Clothing

EXPERIENCE has taught most of us that a suit of clothes that goes into the washtub, shrinks. Our linen-crash suits will not shrink—we guarantee it. "Why, nonsense, I bought"—You bought cotton and linen; everybody has that; our linen-crash is linen-crash—all linen, and will not shrink. For bicycling, for golf, for business, for man, for boy. Both plain and herring-bone weave. Our clothing is so good that our shoes, hats, and furnishings have to be good, so as to stand comparison. Rogers, Peet & Co., New York.

Clothing is our leading line, and we are leaders in clothing. Shafer's, Detroit, Mich.

DON'T GET WARM when coolness and comfort go hand in hand with economy—come get your choice of light summer coats, regularly sold for 75c, now going at 35c. The Misfit, Houston, Tex.

A SAVING FOR THE BOY.—A real lively boy can do up the average suit in less than no time. It will test his inventive genius, however, to get away with these qualities on schedule time. (Prices)—Jos. Horne & Co., Pittsburg, Pa.

## Photography

YOUR PRETTY BABY will make a pretty picture. Bring him to me. I understand children and have made a study of interesting them. I know how to get a negative at their best. A dozen pictures for \$1.00. First gallery below Seventh, on J Street. Beals, the Babies' Friend, Sacramento, Cal.

EUROPEAN PHOTOGRAPHY is different—full of detail; artistic in posing; lasting pictures. And the same prices. Edw. Belle-Oudry, Abrahamson's Building, Oakland, Cal.

VELOX—That new photographic printing-paper that has revolutionized things in photography. I keep it. Requires no darkroom and can be printed day or night. Gives fine effects and is not affected by dampness or heat. The quickest printing-paper sold; the most practical paper; mat, glossy and rough. W. H. Eckhardt, 609-611 K Street, Sacramento, Cal.

Pacific Coast Agency

CAMPBELL  
CENTURY

The leading Printing-Press of the world.  
Write for prices and samples of work.

W. F. CORNELL & CO.  
Electrotype Foundry

518 Sacramento  
Street

San Francisco, Cal.

## Groceries

IT'S VERY SWEET. The "Carton Brand" sweet corn is the very choicest plucked ears from the corn-fields of the state of Maine, carefully selected, and packed in the neatest, most attractive packages that come to this market. Ask your grocer. Mebius & Drescher, sole agents, Sacramento, Cal.

WHY NOT use good wine on your table? especially when it don't cost you any more than it does here. Buy your table-wines of me once, and you'll buy them always—so much better than you thought you'd get at the price asked. Claret from 50c to \$1 gallon; port, \$1 and \$1.25 gallon; sherry, \$1 and \$1.25 gallon. Case goods, too, if you want them. S. H. Farley, 530 Twelfth Street, Sacramento, Cal.

MY MOTHER'S WAY.—Ninety-nine men out of a hundred refer with pride to the way their mothers cooked. But all the mothers in the world—little or big—can't cook worth a cent if they haven't the proper materials, and that's where we come in. If there's anything in the grocery line you can't get here, we want to know about it, and we'll get it. The Kessle-Boyle Grocery Company, Phoenix, Ariz.

THE TEA-TAX has to be paid. Who is to pay it, you or us? After carefully weighing both sides, pro and con, we conclude to pay it ourselves. If the tax remains a year, it will cost us thousands of dollars, but we believe it will almost double our tea business and will pay in the long run. You save ten cents on every pound of tea you buy here. Goldberg, Bowen & Co., San Francisco.

LACK OF FEED for cattle will make prices of butter high. Our prices the lowest possible for the best. The Emporium and Golden Rule Bazaar, San Francisco, Cal.

PICNIC-BASKETS made up from our stocks are sure to prove most enjoyable. The saving of actual work and worry this way is a consideration, to say nothing of the many delicacies not to be made at home. Leave your order for the picnic-basket with us, and be assured of having it on time and having it right. H. Jevene, Los Angeles, Cal.

GREEN VEGETABLES are temptingly displayed (and temptingly priced) on the clean, shady space allotted them inside the roomy store. Yerxa Bros. & Co., St. Paul, Minn.

ANOTHER BATTLE TO-DAY against high prices and poor qualities. With such a fleet of bargains as we have to-day, we expect to make such a bombardment as will result in the biggest victory of this war in the interest of economical housekeeping. Lehman's Market, Trenton, N. J.

ONE GREAT ENJOYMENT in life is eating. Of course the better quality the food the greater the enjoyment. Thus the place where you buy your groceries and provisions assists in determining if life is worth the living. Fine teas and coffees, fresh butter and eggs, best quality of canned goods and high-grade flour are among the things that are essential. They always can be found at Chas. Jacobson, Redding, Cal.

PATTOSIEN COMPANY,  
Furniture, Carpets, and Bedding.  
SAN FRANCISCO, June 16, 1898.

## EDITOR AD BOOK:

Inclosed please find one dollar for one year's subscription to the Ad Book.

Yours truly,

PATTOSIEN COMPANY.

The managers of the Van Vroom Dental Parlor do not let antiquated notions of professional ethics interfere with the use of a good advertising medium. Their blue and white eight-sheet posters are seen all over. And they bring business.

## STOCKTON

## The Evening Mail

COLNON & NUNAN, Props.

Established 1858.

Only morning journal in the city.

## Stockton Daily Independent.

The paper for the family, the merchant, and the advertiser.

**GUTHILL** DESIGNER-ENGRAVER  
**CUTS** FOR CATALOGUES' ADVERTISEMENTS AND ALL TRADE PURPOSES ++  
22 1/2 GEARY STREET. **SAN FRANCISCO**

PHILLIPS  
BROTHERS

Phone Main 164  
505 Clay Street

## BOOKBINDERS

Paper Rulers and Blank Book Manufacturers SAN FRANCISCO

**Allen's  
Press  
Clipping  
Bureau**

Dealers in all kinds of

## Newspaper Information

Advance reports on all contract work

Main Office 510 Montgomery Street  
SAN FRANCISCO

## Druggists

DOCTORS are frequently blamed for the failure of a prescription, when often they are not to blame—it is the fault of the druggist, who could not compound it properly. Avoid any trouble, by bringing your prescription here. Our watchwords—purity, accuracy, dispatch, low prices. P. F. McMorry, the Reliable Druggist, corner Sixth and K Streets, Sacramento, Cal.

SALVES AND SOOTHING LOTIONS for Fourth of July burns. Open at 6 A. M. H. McComas, Druggist, 537 East Main Street, Stockton, Cal.

FOUR OUNCES of LUXURY is what you get when you buy a bottle of that delicate emollient—Stoddard's Boro-Benzoin Witch-Hazel Cream. It makes the skin smooth, soft, and white. Leaves no injurious effects. We make it ourselves—so we know what we're talking about. C. C. C. Prescription Pharmacy, Tenth and K Streets, Sacramento, Cal.

WE'RE NOT CONCEITED—we don't think we know more than your physician. When a prescription comes here, we fill it to the dot, with purest drugs only. We have a full line of even those expensive drugs not usually to be found in a drugstore. Our watchwords—purity, accuracy, dispatch, low prices. P. F. McMorry, the Reliable Druggist, corner Sixth and K Streets, Sacramento, Cal.

POSITIVE, QUICK AND SAFE remedy for coughs, colds, bronchitis and all affections of the throat and lungs. So certain are we about the merits of this remedy that we agree to refund to every dissatisfied purchaser the amount of the purchase—twenty-five cents. Ford's Cough Cure. McKenney Drug Company, sole agents, Ryland Block, 94 South First Street, San José, Cal.

MALARIA AND AGUE.—You should take F. & W. Malaria and Ague Cure, because it cures either malaria or ague, it makes no difference whether of long standing, old or young. When taken according to directions, it is guaranteed to cure, or money refunded. Prepared by the Avenue Drug Company, 231 East Weber Avenue, Stockton, Cal.

DOCTOR-SPONGE.—Nature's remedies are pure air and water. The last is best applied with a sponge. There is health and energy in a sponge-bath. It gives that tired feeling a chance to get through the pores. Nothing can take the place of a sponge for a quick bath. The right kind is a positive luxury. W. R. Hall, Manistee, Mich.

YOUR TEETH should be taken care of while they are sound. One of the best means of preserving them is by the use of a good brush. The brush should have perfectly clean and pure bristles. The bristles should be stiff enough to thoroughly clean the teeth, and at the same time not stiff enough to irritate the gums. Take these precautions and you will save a dentist's bill and have pretty teeth. We have an excellent line of brushes—stiff, medium, and soft. They have the very best bristles, and are guaranteed not to pull out. Paragon Pharmacy, Asheville, N. C.

DRUGSTORE PROFITS.—It is a mistake that the retail druggist charges exorbitant profits on his drugs. Good drugs are generally expensive. Our time must be considered at its actual worth, and we aim to make a profit on what we sell. That's what we are in business for. We sell good drugs, compound them accurately, and charge you an honest price. If you have a prescription, bring it to us; we will compound it properly and charge you just what it is worth. Diamond Drug Store, Kansas City, Mo.

THE COOLING INFLUENCE of our soda is at once apparent, and it goes directly to the thirsty spot in a most delightful way. Bright, sparkling, bubbling with bracing strength and lasting vigor, there is tone and health in every drop. Pure fruit juices only, and all the flavors. Bowman & Co., Druggists, 951 Broadway, Oakland, Cal.

WE WANT your prescription trade. We think we deserve it. We have spent time and money perfecting this branch of our business. It is n't an easy thing to compound a prescription—it requires care and brains—it requires accuracy and practice. A man can't think of business and accurately measure 5 drops of this and 10 drops of that, and so on. We have had experience long and varied. We want your prescription trade. Bowman & Co., Druggists, Oakland, Cal.



One of the best boards "downtown"—Sutter Street, above Stockton. Three upper signs are new, and by contrast make very striking advertisements. White-on-black Centemeri "fit" sign sticks out like a sore thumb.

## Shoes

**WOMEN'S OXFORDS, AND MISSES' AND CHILDREN'S TAN SHOES.**—The remarkable part of this sale is that we give you the benefit of cut prices in the early part of the season, and not wait until you do not need the goods. Some of the Oxfords we offer are broken lines of new round toes, some are not the latest color, but all are first-class goods, mostly turned soles. Finest kid vesting-top, French heel, wine-color, maroon, and rich dark brown; all worth \$4.00; now \$2.45. Tan and black Oxfords, French heels and leather heels; some large sizes, but mostly small. —\$1.00. Bacon's Family Shoe Store, 69 South First Street, San José, Cal.

**NOW'S THE TIME FOR MONEY-SAVING.**—Lavenson's the place. A great many people are thoroughly alive to this fact; they keep this store crowded all day long. A great many more are not; they're the people we want to reach. There's always room for a few more, you know, even at Lavenson's summer clearance; come. Lavenson's, Fifth and J Streets, Sacramento, Cal.

**THE PERFECT SHOE** is the shoe of style, perfect fit, absolute comfort, long wear, and moderate price. All these shoe virtues meet in the shoes we show you. All we ask is, that our shoes have a chance to speak for themselves; that you see them, and buy afterwards. Here is a shoe, for instance, that merits a whole column of praise; a "foot-form," new round toe, good quality, vesting-top, turned soles that do not rip, only \$3.00. Bacon's Family Shoe Store, 69 South First Street, San José, Cal.

**GRACIOUS, graceful girls, and winsome, worthy women, get ease, comfort, and satisfaction in our patent flexible shoes.** Wall & Murdock, Dundee, N. Y.

**IT TAKES A LONG TIME** for a youngster to get the best of our \$2.00 boys' shoes. They are made to stand the thunderation that a live, wide-awake boy gives his shoes; they are made in tan and black, and you can't go wrong by sending your boy to us. We'll fit him nicely, and send him home rejoicing, as every boy and girl who buys a pair of shoes this week will be presented with a vitascope containing seventy-five illustrations, free. E. Phelps, Shreveport, La.

**FUNNY THINGS** about these children's shoes of ours—mothers buy them for the youngsters to wear out—and then they don't wear out—at least, they have to be worn out every day for a very long time before they wear out. C. A. Vernen, Pittsburg, Pa.

**IT'S the quality, not the talk, that makes the shoes wear.** Heywood Shoe Store, Buffalo, N. Y.

**YOU'LL get tired before these shoes wear out.** Menken's, Memphis, Tenn.

**WE TAKE pride in fitting your feet with these famous shoes, because we take pride in giving you satisfaction.** Behemeyer & Clear Mt. Pulaski, Ill.

Everybody reads

## The Press Democrat

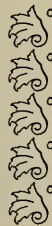
Santa Rosa, Cal.



Isn't that the kind of a paper to advertise in?

**PATRICK & CO.**  
**RUBBER STAMPS**  
 STENCILS, SEALS, BRANDS, ETC.  
 318 CALIFORNIA ST., SAN FRANCISCO.

## Distributing Brings Results



and results are what every advertiser wants. I distribute circulars, booklets, and all kinds of advertising matter in San Francisco, Oakland, Alameda, and Berkeley. Estimates as to cost of covering this territory gladly given. Good work guaranteed.

**Wm. M. Weil**

106 Pine Street, San Francisco  
 Telephone Main 678

## Bicycles

YOU CAN'T FLY through the air on one of these bicycles of ours, but you can fly over the ground, and if you don't keep up with the little birdies, it's your fault, not the wheel's,—a fault which will disappear after sufficient practice. As your muscles grow strong and your health improves, you will find life ten times sweeter. Your work will improve, and you will be a healthier, happier, better man or woman. Terms are economical; suited to every one's purse. Starratt Bros., 422 Twelfth Street, Oakland, Cal.

WHEN YOU BUY A BICYCLE, patronize a bicycle dealer—one who has the facilities as well as the inclination to take care of his trade. Crescent bicycles are not sold in department stores, and your neighbor can purchase a Crescent as cheap as you can, but no cheaper—at the catalogue price. Crump & Seybold, 15 North California Street, Stockton, Cal.

WANT YOUR BIKE FIXED? Well, we can do it. We have got the tools and material and seven years' experience on bicycle work. New parts made to order. All work done at city prices, and guaranteed. All kinds of lathe-work done at short notice. Slot-machines and typewriters repaired, at the Rambler Cyclery, 313 B Street, Santa Rosa, Cal.

## Printing

IT IS TRUE THAT fine feathers don't make fine birds, and it is equally true that fine type, fine inks, and fine stock, with the necessary knowledge of how to use them, do make fine printing. The possession of these things enables us to do fine printing; and doing fine printing has brought us the bulk of the printing of Sacramento. D. Johnston & Co., Up-to-Date Printers, 410 J Street, Sacramento, Cal.

## Hardware

ONE HUNDRED AND FIFTY-NINE dishes washed in just forty seconds. Impossible, you say? Not at all. It was easily done with the Buckeye Dishwasher. They can be readily attached by any plumber; and when once in position, the family dishes can be washed in less than a minute. What a relief to the wife who likes the rest of the housework, but "just despises to wash dishes." If your dealer has n't them, come to us. Holbrook, Merrill & Stetson, 221-223 J Street, Sacramento, Cal.

A PICTURE makes your home more attractive, and a handsome frame adds beauty to any picture. I have a very fine new line of moldings, and can frame any picture at short notice. Prices very low. Call and see samples and get estimates. Chas. St. Clair, Newman, Cal.

FIGHTING FLIES.—The campaign against the flies will soon be on, and we are prepared to help you protect your homes from the invading hosts, by selling you screen-doors and wire screens. W. E. Bell, Sheraden, Pa.

ICE-TONGS.—A special that 't will pay to pick up. Kay W. Kay, York, Pa.

## Millinery

SAILORS.—Not the kind to go to sea with, but the kind that brings oceans of young people here this week to buy the best 75c sailor made, for 44c. The Fair, Montgomery, Ala.

WHEN THE STREET WILL BLOSSOM LIKE THE ROSE, of course the florists and milliners of our fair city will greatly assist in this Easter blooming, but perhaps nothing, but ladies themselves, will add so much to the beauty of the scene as our fringed sashes and ties, our ribbons in plaids, stripes, and solid colors. This week is your opportunity to prepare to join in the procession, and it is our opportunity to help you. Taylor & Hawkins, Lexington, Ky.

BICYCLE HATS.—The all-important question with the average lady rider of the wheel, next to the bike itself, is what sort of a hat to wear. Something jaunty, stylish, becoming, new and reasonable in price. All these qualities are apparent in the adopted styles which we are making a special display of. R. Ballerstein & Co., Hartford, Conn.

A great deal of street-car and billboard advertising is done on behalf of the Rambler Bicycle, the biggest seller of all wheels.

G. W. Clark & Co., and Noonan the furniture-man, appear well satisfied with the results of billboard advertising, judging by the long continuance in this medium.

Who does not know of the standard quality of Mastiff Plug Cut Smoking Tobacco? Posting bills has always been with this company a favorite method of gaining publicity.

One-sheet bills, 28x42 inches, executed and properly posted, constitute a very cheap and effective way in which to advertise. But advertisers make a great mistake when they try to get the Ten Commandments on one sheet.

## Oakland Tribune

"Best paper in Oakland."—*Printers' Ink.*

Oldest and Best  
Paper in Alameda

## The Daily Encinal

G. F. WEEKS, Editor

# Owens & Varney

## The Advertisers

*Market and 10th Streets, San Francisco*

*We own 50,000 running feet of Billboards and Signs,  
10, 20, and 30 feet high, facing street-car lines and  
boulevards.*

*Control street-car advertising in Five Cities.*

*Sole lessees of advertising privileges in Railroad Depot  
and Ferry Waiting-rooms.*

TELEPHONE NO 95

(COMMERCIAL BANK & INSURANCE WORK  
A SPECIALTY)

*CALLOWAY*  
*Lithographing Co.*

DESIGNERS ENGRAVERS  
LABEL & COLOR PRINTERS

418 422 COMMERCIAL ST  
SAN FRANCISCO.

E. L. HEUTER, President

LINCOLN H. LEWARS, Manager



'Phone Main 1319

413 Commercial Street, S. F.

❖ ❖ ❖ FINE LITHOGRAPHIC AND PRINTING INKS ❖ ❖ ❖

THE MODERN HIGH ART ILLUSTRATORS  
OF THE  
PACIFIC COAST.



**CUTS**

FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

PHONE <sup>MAIN</sup> 5303 -

*Union*

PHOTO-ENGRAVING CO.

523 MARKET ST.  
SAN FRANCISCO, CAL.

Go where health  
is:  
Aetna Springs

City Office, 1405 Call Building

Telephone Main 5589

# The Ad Book

## Send me One Dollar

Together with:

Any advertising proposition you want an opinion on; or

Any booklet, circular, catalogue, or other printed advertisement; or

Any proposed plan, method, or medium of advertising; and

I will tell you what I think of it, from the standpoint of experience; why it is good or bad, and how it may be made better.

I will include, also, a year's subscription to the Ad Book.

FRED'K VAIL OWEN, CALL BUILDING, SAN FRANCISCO.

SUBSCRIPTION PRICE, \$1.00 A YEAR

## The Ad Book

is now printed by

## The Murdock Press

It is a fair sample of the  
work being turned out at

532 Clay Street

The enlarged plant is  
ready for any kind and  
any amount of printing.

**C. A. Murdock & Co.**

Charles A. Murdock  
President

Horace P. Brown  
Superintendent

Telephone Main 1397

## *The Best* *is the* *Cheapest*

*WE have both  
Cheapest and  
Best in*

## PAPER

**BONESTELL & Co.**

*401-403 Sansome Street  
500-508 Sacramento Street*

# 6000 Ideas

## $\frac{1}{10}$ Cent Each

To find out about them, send 2-cent  
stamp to Fred'k Vail Owen, Call  
Building, San Francisco

## Distributing Brings Results



and results are what every  
advertiser wants. I distribute  
circulars, booklets, and all  
kinds of advertising matter  
in San Francisco, Oakland,  
Alameda, and Berkeley. Esti-  
mates as to cost of covering  
this territory gladly given.  
Good work guaranteed.

**Wm. M. Weil**

**106 Pine Street, San Francisco**  
**Telephone Main 678**



# The Ad Book

A Monthly Exposition of  
Modern Advertising

Volume III

San Francisco, August, 1898

Number 2

Published on the 1st of every month, by the AD BOOK PRESS. Ten cents a copy; one dollar a year, in advance. Subscriptions outside of North America, one dollar and a quarter, to include additional cost of postage.

#### ADVERTISING RATES

On cover, \$50 a page; \$25 half-page; \$13 quarter-page. Inside pages, \$25; half-page, \$13; quarter-page, \$7.

Less space, \$2 an inch, single column; 25 per cent additional for specified position. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Edited by FRED'K VAIL OWEN

Are reading notices of any value? Has any reader of *Printers' Ink* ever received direct results from one?

This question propounded by the "Little Schoolmaster," is an interesting one. The AD BOOK respectfully presents the query to its readers, and solicits answers for publication. Thousands of dollars are paid by San Francisco business men for reading notices of various kinds.

Has "You press the button, we do the rest" passed into oblivion? The "daylight" Kodak came, with means for doing "the rest" as well as pressing the button; and now the catch-line used in Kodak advertising is, "There *is* no Kodak but the Eastman Kodak."

And so one of the greatest advertising catch-lines has lived out its usefulness, and is replaced by so weak a thing as that!

The E. D. Taylor Co. has sent me some nicely printed blotters. I wish I could say the blotters were good—as blotters; but they are not. Advertising on blotters is so common, that at their best they are nearly useless as a medium of publicity. You can't do good printing on good blotters, so the paper-maker has invented that provoker of profanity, the blotter with an enameled surface for the advertising

printer to exploit his skill and waste his money on. The other side is supposed to be useful, but it isn't. The only good blotter is the kind that is a blotter all through, both sides, top and bottom. When you get hold of one of these "pretty" blotters, you mentally wish the printer in some warm place like the Philippine Islands.

The matter on these blotters is well written and exceedingly well printed; if it were on a card that had no other purpose than carrying the advertising, it would be more effective.

The Geo. L. Claussenius Company has been indulging itself in this luxury of blotter advertising, also. Here is a reproduction of the argument on one of them:

Don't forget that a really good printer knows more of the economics of cost of production in his line than you do, and don't waste time and money looking for the lowest bidder—for, nine cases out of ten, he is offering inferior goods. It's just like any other business—you can't get something for nothing in printing. Bring it to us; we add that little touch that gives it value, and we think out the economics for you.

I want to register my opinion right here that putting that argument on half-baked blotters is a "waste of time and money." A half-dozen usable absorbers of ink, put in a package, and accompanied by a card with the printing on, would be more likely to bring business.

Advertising should be plain and explicit; it should leave nothing to be guessed at. That advertisement is best which is brief, but not so brief as to be obscure in meaning.

In a circular sent out to the trade by Mills & Gibb, glove importers, New York, appears this paragraph:

Send a sample order for the French F. W. L. glove. If you want a leader to sell for \$1.00, this is the best glove; you may pay a little less for a dollar glove, but your returns will be 90 per cent. more than they would be from the French F. W. L.

It was shown me by a dry-goods man, who could not understand it, and lost all interest in the claims made, by reason of the apparent absurdity.

I showed the circular to a man in the glove trade, thinking he might fathom its meaning; but to him it was Greek, also.

The word "returns" is generally used in business to mean that which is received from sales; Mills & Gibb have used it to mean gloves *returned* for imperfections, etc.

Business men receive too many advertising circulars to sit down and figure out meanings that are not clear; most of them will reject the whole proposition.

A great deal of advertising to the trade is absolutely wasted, because it is too technical, and is not explicit.

There are a good many inconsistencies in advertising rates and measures. Here is a common one:

*This Space is One Inch  
or Fourteen Lines Agate Measure*

— *The Imp.*

Now, the publisher of *The Imp* knows, and so does every publisher, that if you buy an inch you will not get fourteen agate lines.

RICE BROS.

Christian Endeavor Supplies.

HAYWARD, Cal.

EDITOR AD BOOK:

Last copy of "Ad Book" at hand, and carefully studied.

Inclosed is a little adlet pronounced "cute" by our lady friends.

If our subscription needs renewing, don't be afraid to send the bill. Yours, H. D. RICE.

I am not surprised at the ladies; the "adlet" is a memorandum tablet, consisting of five ivory cardboards, fastened at the corner with an eyelet, and made convenient for use by having a neat pencil attached by a silk cord. The legend at the top reads:

"YOU MAY FORGET —  
WRITE IT DOWN."

At the bottom, Rice Bros. say just a word about themselves. I hope every lady reader of the AD BOOK will send for one.

THE ELGIN BUTTER COMPANY,

ELGIN, ILL. September 14, 1898.

EDITOR AD BOOK:

Inclosed find \$1.00, for one year's subscription to the AD BOOK beginning with September.

Yours etc.,

L. K. CORNELL.

"Campaign Hints" is a rich-looking little folder advertising campaign printing, sent out by Brown, Meese & Craddock, 419 Sacramento St., this city. "Old Glory," embossed and printed in its true colors, forms with the title as above the first page. The second and third pages tell what the printers have to interest candidates, including two excellent half-tones. Altogether the folder is both artistic and effective, typographically.

## SOME DOLLAR LETTERS

I have offered to write a letter of advice and comment upon any advertising question submitted to me, for one dollar. Below are copies of some recent ones. The offer is still open. I think I can help any business man a dollar's worth.

*To a General Merchandise Store:*

Answering yours of August 27th. Your efforts to secure mail-order trade will undoubtedly bring some business; the amount to be obtained from the country surrounding a city of only thirty-five hundred cannot be very great, but what there is of it is worth getting. I think, however, that results will come in an indirect way—from people coming to town and making purchases at your store. The advertising you are doing will interest them, and they will save up purchases until they can visit your store personally. Therefore it is good advertising.

The plan which you have commenced on, of issuing illustrated circulars on individual lines of goods, is a good one. Most mail-order business is done by catalogue, but you will not be justified in getting up a catalogue until your mail-order trade is sufficiently developed and tried. You can do this by the plan you have commenced of sending out periodical circulars calling attention to particular lines.

After you have sent out a series of these, I would suggest a personal letter to each of the addresses from which you have had no response, asking if they are sufficiently interested to wish to receive your circulars in the future. This will bring a good many replies and give you a key to whether your circulars are effective or not. You want to weed out all the useless names on your list, and this is one method of doing it.

This folder upon Ladies' Wrappers seems to be sufficiently explicit. I like the idea of showing an illustration of each wrapper that you quote prices upon. There is considerable similarity in your descriptions, which I suppose is rather hard to avoid; but you could, with advantage, avoid the frequent repetition of such adjectives as "handsome," "rich," etc. Wrappers at \$1.75 are not expected to be very gorgeous.

The coupon at the end of the circular is a good idea; only don't use it too frequently. It will destroy its value.

Your printer has done a fairly good job, though it might be improved upon. The reading matter on second page would look better set in a size larger type. Old Style Roman or French Old Style is more readable than the type you

have selected. I would also leave out that useless row of ornaments.

In the selection of goods to form the subject of these circulars, you should take articles suitable to the season; or if the goods are out of season, be sure that the prices are made attractive. Pursue the plan that you have started on of quoting prices for every article. It is the only way to get satisfactory results from mail-order advertising.

Put as much information as you can into these circulars about the goods; not laudable claims or useless adjectives, but actually tell something of the goods themselves and their uses.

Make it plain in every circular that you refund money in every instance of dissatisfaction.

#### *To a Wholesale Grocer :*

The weekly jobbing price-list is a good idea; there is n't anybody in this world who is n't interested in the prices of goods they have to buy, and special prices always attract particular interest. Giving bargains has always paid, and always will. You say it has been productive of business; and that is the supreme test. It will be necessary to keep the quotations always at bottom to continue the confidence you have established. There is frequently a tendency to raise prices, once a trade has been established, and this leads to a falling off in results. Advertising gets most of its value from the cumulative effect; keeping everlastingly at it on tried lines, is what pays.

The descriptive matter is good; ample in every instance but cigars. As that is a new department, you should say more about it; your brands are new to your customers, and the brief mention you make of them is entirely inadequate. There is n't anything in your line advertised better nor pushed harder than cigars. A special circular, or some separate space in your price-list, should be used for the cigar department. You can make cigars pay well if you push the department energetically; if you don't, you will find it unsatisfactory. It's a different proposition from your flour and cheese and coffee trade.

The paid advertisements which you say are of your own get-up are like the majority of trade advertising, indifferent. They are what are usually called "catchy," being "dashed off" with an attempt at facetiousness and the use of current "gags." Then there is the tendency to claim the "best," which is n't good advertising, never was, and never will be. It is really a surprising business fact that manufacturers and wholesalers are so awfully weak in their advertising. The general public may be caught with chaff; but the dealer, who looks at everything he buys with eyes to profit, must be grain-fed. Trade advertising is the poorest there is, and the amount of money wasted by poor advertising of good goods almost equals the amount that might be made by advertising properly goods that are not advertised at all.

I should say that if these advertisements were in a theater program they would be fairly good; they would reach the class of people reading them. But to get down into the pocket of Mr. Grocer requires an advertising hand with a longer reach. Perhaps you will say that these advertisements are not intended to bring direct business, but to keep the name before the trade. I have heard that story before.

However, these ads attest your business sagacity, which is their chief merit; they pay for your price-list.

As to putting your new brand of Tomato Cat-sup on the market:

About everybody has tried some modification of the plan you propose of hiring a man and four women to drum up trade from house to house. In most instances it has proved unprofitable. Where it has proved otherwise, it has been in conjunction with and following extensive publicity by advertising. If you start out without advertising, and make it pay, you are a veritable genius. There are a good many things that may be done profitably in connection with good advertising; and he who expects advertising to do it all, generally finds that "advertising does n't pay"—him. The house-to-house canvass will cost some money. Have you figured how much really good advertising you can get for the same cost?

As to your query about mediums, there is n't anything quicker, in giving publicity to a new article, than billboard advertising, for local purposes. For permanent advertising, and particularly if it is to be general, you need the newspapers. For a limited amount of money, to put a thing on the market, nothing equals billboards. Street-cars are good, but are more properly classed with permanent, year-after-year advertising. Ask P. Centemeri & Co. if billboards pay; ask D. Ghirardelli & Co. if they have been advertising in the street-cars fourteen years for fun or for profit; ask Johnson, of the Creamerie, if street-car advertising pays; ask M. Friedman & Co. if newspaper advertising pays.

The advertising novelty you inclose would have been better if it had to be put together before it could be read, and there was a little more air of mystery about it, or some incentive to work out the puzzle. Of course, advertising novelties are not expected to pay; they are classed among the luxuries of life.

#### *To a Machinery Manufacturer :*

Your circular looks too much like every other circular, to attract attention. If a man is seeking the information it contains, doubtless he will open it and read it. But the cover does n't lead him into it. There is so much advertising by circulars nowadays, that you need something to force a man's attention, and something to keep it and hold it until you get his order. Although this is a circular advertising a belt, the cover is made prominent by repetition of your name unnecessarily large, and by a cut of a machine not at all necessary to an understanding of the belt. This same cut of the machine is repeated on the back cover, and also on the third cover page in larger size, as though you had lots of cuts and lots of space, which you didn't know what else to do with. Now, one cut of this machine would be quite ample, unless there was need to show a different view of it. It should not be on the front cover at all.

The illustrations of the belt, and the descriptive matter accompanying them, are good. I should say the description was expressed more clearly than is usually the case. If it were broken up into a few more paragraphs, it might be a little more readable, and, to do it justice, a size larger type might be used.

The list of users of your belt is placed right where it ought to be, but the lot of testimonials could be made far more effective by reproducing one or two of them, in fac-simile, and putting the others in smaller type and smaller space. The way they are now, scattered over so much space; they are unattractive and ineffective—no one wants to wade through so many pages of sameness.

The catalogue of extras, with parts shown, is good. They ought to be priced.

The matter on page 12, regarding the care of belts and method of straightening them, ought to have more prominence; it is likely to be overlooked. The information is valuable, and would preferably be in a circular by itself, to be sent with purchase. It cannot possibly interest a prospective purchaser, and that is the man, I take it, that this circular is for.

The absence of prices is a defect. There never was, and never will be, a valid reason for withholding the price of an article that has a price. I mean an advertising reason. Otherwise good advertising is rendered ineffective by ignoring the fact that everybody is interested in the price of everything. If you want your advertising to sell goods, or to help sell them, put prices into it.

The two very interesting statements at top of page 2 are entitled to more prominence; they ought to be put forward as an argument why others should buy your belts.

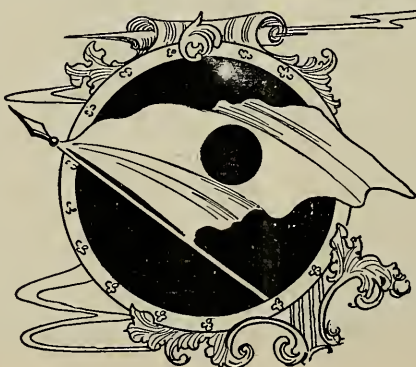
There is good material in your circular; but I am afraid the busy man will not find it. You ought to put it so he couldn't get away from it.

San Francisco has not many special agents, as advertising men are known who represent publications elsewhere. The latest addition is Mr. J. S. C. Thompson, representing the *Land of Sunshine*, Los Angeles' monthly magazine. His office is at 225 Post Street.

No one can guarantee the results of an advertisement; for once printed it never dies, and may bring returns years hence.—*N. Y. Electrical Review*.

#### SOME TEA ADVERTISING

M. J. Brandenstein & Co., of this city, are advertising their *Pride of Japan*, and other brands of tea in Western States. A new series of illustrated advertisements has just been prepared, two of which are shown herewith. The advertising is placed by Duke's Advertising Agency, 64 and 65 Merchants' Exchange.



F. MIDDLETON & Co.  
Importers of Teas and Coffees.  
PHILADELPHIA, PA., September 12, 1893.

EDITOR AD BOOK:

Sample copy of your publication received this A. M. We inclose herewith \$1.00 to pay for our subscription for one year. Please acknowledge receipt.

Yours,

F. MIDDLETON & Co.

A four-page advertising sheet is "*Requisites*, a monthly output of office pointers, but published ostensibly to catch business for John P. Norton & Company; the ad man, editor." This enterprising St. Louis stationery house knows how to make printer's ink pay them. Send for a copy.

If there is one fact about advertising that is well established, it is that its effect is cumulative.—*Printers' Ink*.



**Pride of Japan**  
(TREE) Tea

*Never varies  
in quality*  
*1/2 and 1 pound  
packages.*



## Street=Car Advertising

The latest acquisition to car advertising is the North Pacific Coast Railroad cars, which will soon be fitted up with racks for large cards like those recently placed in the Oakland, Alameda, and Berkeley local trains, and the narrow-gauge railroad to Santa Cruz.

These cards are 28x42 inches, the exact size of a one-sheet poster, and enjoy the distinction of being the largest advertising cards in railroad cars in the world.

Macbeth chimneys have been advertised in the cars for years and in one way they are the most expensive car advertisements used. The man who writes them charges more for his services than any other man who writes advertisements. He is Mr. J. E. Powers, for many years advertiser for John Wanamaker, originating the "Wanamaker Style" which has been imitated and butchered, until now even the original is a memory only.

But while the advertisements are expensive as to the first cost, they must be profitable in the end, or they would not be seen in the cars year after year. The new set of cards is shown herewith:

**A lamp is a spend-thrift and nuisance, without the chimney made for it.**

**MACBETH, Pittsburgh.**

**There is a right chimney for every lamp.**

**The Index tells—your dealer should have it.**

**MACBETH, Pittsburgh.**

**Right chimney, good lamp.  
Wrong chimney, bad lamp.**

**Besides breaking.**

**Don't let a dealer fool you.**

**MACBETH, Pittsburgh.**

**About half the lamp-chimneys in use are Macbeth's.**

**All the trouble comes from the other half.**

**MACBETH, Pittsburgh.**

**Don't spend so much money on lamp=chimneys — get Macbeth's.**

**MACBETH, Pittsburgh.**

**A lamp will eat its head off unless you use the chimney made for it.**

**MACBETH, Pittsburgh.**

The Fredericksburg Bottling Co. has entered the advertising field, and will run a series of cards in the principal car-lines for the coming year. The first card of the series shows a facsimile of the label, with the following reading matter:

**Brewed by the same brewer for 16 years.**

**The quality has remained the same: the quantity has increased year after year.**

**Sold everywhere.**



The "fit" sign of the Centemeri gloves has become the talk of the town. Together with the gloved hands, it enjoys greater local prominence than any other advertisement. Herewith is shown the way it is used in a new card for the end spaces, the "preferred position" of the street-cars.

The Telephone Company has some new cards in preparation, and the Sunset Limited will soon be in the cars with its announcement of train service for the winter of 1898-99. This famous train will be put on November 1st, but the advertising will commence October 1st. The Sunset people know the value of good and early advertising.

## DESULTORY ADVERTISING

"In regular methods  
is regular profit."

When one does not know just what to do, the way to do is not to do it.

Desultory mediums or methods are those of questionable value, or of no value, and those removed from the regular lines of proven-to-be successful publicity.

The advertising page in the cheap directory is certainly of desultory character.

The advertisement in the blue book, club book, or other publication giving names, if issued for advertising revenue only, or by unreliable publishers who neither prove nor can prove real paid circulation, is practically worthless, and hardly worth the trouble of preparing the matter.

The argument of this department must not be construed as antagonistic to the first-class and regular directory or blue book, or to other lists of names regularly issued and sold.

Advertisements in cheap directories and in all books given away may not be worth more than one-fifth of what is charged for them.

The advertiser is warned to beware of the solicitor for the map, chart, or beautifully executed picture of anything, who offers at a merely nominal price the opportunity of occupying the entire sky or ocean.

If business is done with this kind of advertising, the advertiser should make the solicitor sign an ironclad contract, and should refuse to pay anything until ample guarantee of fulfillment is given.

The circulation of maps, charts, and pictures, and of unofficial time-tables, is largely confined to shipping rooms and to back entries seldom entered by buyers.

Flyers and ordinary handbills are semi-desultory, but as they sometimes pay, they are considered in another department.

Apparent cheapness of price for space in mediums of doubtful circulation may be considered *prima facie* evidence of worthlessness.

Never advertise in any program or publication of any kind, unless the publisher is known personally or by reputation, or sufficient evidence is given that conditions presented are actual conditions.

Publishers do not circulate their mediums unless it pays them to do so, and the paper printed wholly for the receiving of advertising naturally can have but little circulation, and must be of indifferent value to the advertiser.

Cheapness of price almost invariably stands for worthlessness of medium.

Advertising space is merchandise, and the space that does not appear to be worth much to

the publisher is likely to be worth less to the advertiser.

The regular advertisements in the regular publication, and the use of the accepted styles of lithography and printed matter, constitute individually and together the fundamental foundation of all good advertising, and the use of anything else must be carefully considered and avoided unless there is reasonable proof of effectiveness.

Solicitors for mediums without circulation, fake directories, and illegitimate advertising schemes, are lying representatives of swindling publishers, and the advertiser is safer to let them all alone.

No merchant, unless taking gambling chances, ever buys of an unreliable manufacturer, and he confines the bulk of his purchasing to houses of reliable reputation.

If it is good business judgment to buy only regular merchandise of reliable makers and sellers, how much more necessary it is to refuse to buy advertising, the result of which one cannot always reckon, in advance, of charlatans, fakirs, and unknown solicitors.

Do not forget that advertising is as much merchandise as flour or iron, and that it should be purchased under the same rules of buying as those given to trading in regular commercial commodities, and that advertising, whether it is in the newspaper, in the magazine, in the directory, or in the chromo, should be purchased by count and not by statement.

Not how well the scheme looks, but how well the scheme will be presented to the public, is the principle the advertiser should work on; and he should always remember that even if a thing looks well as it is presented to him, the real value of it is in how well it is presented to the public, and to what proportion of the public it is presented.

General statements are made by fake advertising solicitors because they do not dare to make specific statements.

While the larger proportion of worthless advertising is sold by occupants of lofts, and by men of desk-room only, there are many buildings half a century old, and owned by firms with big bank accounts, in which advertising is offered against all the principles of legitimate trading.

The man who has real advertising merchandise for sale sells it as merchandise, and the man who does not have it sells it as advertising.

The advertiser and the quality of the advertiser's goods are known by the appearance and worth of the medium as well as by the character of the advertisement.

The good advertisement of good goods should be in a good medium, and all doubtful mediums had better not be taken; for there are enough reliable mediums to spread the good of the advertiser's goods all over the face of the civilized earth.—*Fowler's Publicity.*

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## JUST PLAIN DIE

EDITOR AD BOOK:

I send you an ad which I clipped from the Pleasanton Times. It seems to me to be the worst use of space which I have ever had the displeasure of seeing. I have seen some bad ideas of advertising, but this is horrible. There are ways of being bright and witty in an ad, but only a few know how, and it is self-evident that the writer of this one is not one of the few. It's enough to give a man cold shivers to see such tommyrot filling up two valuable columns. Perhaps the man who wrote the balderdash for the space imagines himself "funny." In the name of all that's holy and good ad-writing, he should write one more ad like this and die—or—yes, just plain die. Perhaps he can write an ad better, however. I hope so, for I should hardly like to imagine him as worse in that line than in the field of wit. It would be interesting to know if anybody knows of anybody who has wasted enough time to read the "funny" things in these two columns. If Arendt & Co. want to put real comical things in their space, you know, it would be a good plan for them to run in some good comical plate, and *be* comical. However, this is my opinion. Now, I ask what *you* think of the "ad." Yours, very truly.

MATT HAMILTON, JR.

## GOOD CUTS

F. Middleton & Co., of Philadelphia, are extensive users of illustrations in their advertising, which has been exceedingly successful. They have issued a sheet showing about two hundred they have used, which they now desire to sell to other advertisers at low prices. See ad elsewhere.

MADISON, WISCONSIN, August 23, 1898.

EDITOR AD BOOK:

Inclosed find money order for \$1.00. Send me the AD BOOK to the above address, beginning with volume three.

If you do not quote in AD BOOK, kindly let me know the cost of the back files of the AD BOOK from number one, unbound.

Yours truly,

OTTO KNEY.

The *Advertising World* of Columbus, O., wears a new dress, quite becoming to it. The *World* is the special advocate of illustration in advertising, which it exemplifies by being itself well illustrated.

For the Benefit of Our . . . .

## Lady friends

And others interested in Nice Dinners, by permission of the author, recommend this

## . . M E N U . .

**SOUP** Corticelli, Vermifuge, Pelican, Mock Herring, Catsup, Bacilli, Sponge, Whalebone, Bran Mash, Cork, Ox Ear. Guests remain quietly seated while waiters pour soup down their backs.

**COLD DISHES** Snowball, Blizzard, Icicle, Broken Ice, Broiled Iceberg, Mashed ice, fried icebergs, zero, cold deck, hot ice, cold ice, cold feet, cold day, stewed iceberg, cold shake, raw iceberg, baked ice.

**RELISHES** Stale Jokes, Green Persimmons, Horse Laugh.

**ROASTS** Cod livers, oil dressing; Spider webs, frosted; Red Aunts and Uncles; Kangaroo uppers, shoe dressing; Commonwealers editorial dressing; Turkey stuffed with Russia; Zebra with ointment; Chicken, 17 years old; Home Rule Bill; Beamer, seasoned; Drummers' exp. acct. at headqtrs; Shorn Lamb with sponges; Fleeced Lamb with barnacles; Codfish gizzards; Roast Buckley with Rainey sauce; Roast Burns with Spreckels sauce; Goats stuffed with prepared sponge; roast broncho; deviled cowboy; peacock with ground cork; elk a la ham; foreclose by mortgage; hair pillows with rosin; buffalo a la robe; scared cow with hoof sauce; antelope with caper sauce; brains of local editors; elephants with tusk sauce; disappointed horse.

**ENTREES** Shirred mallard duck's nests, very choice; Yolo scandal with fancy sauce; green apple fritters, coroner sauce; Manitoba waves, overcoat dressing; notary public with affidavits; truffles with 30 per cent advalorem; mud hens with divers sauce; humming birds stuffed with old shoes; edible birds'-nests (hen); eel pie with saline; tree toads fried and stuffed with white mice; henbane for kickers; locusts on the half shell; dudes' brains; horse blanket; fricasseed frogs' ears a la gin sauce; Esquimaux salad; Congressional chump; boiled flies with corncob salad; stewed cat served Boston style.

**GAME** Football, baseball, baby's bawl, charity ball, cricket ball, Parlor ball, Masquerade ball, "After the Ball," Crows baked; Week's Board braized with empty satchels; Solitaire garnished tie passes, dead game, brace game, Potted Jacks, Euchre, Keno, Whist, Muggins, High Five, Politics, Life Insurance, Jacksnipes, jackstraws.

**VEGETABLES** Cowslows, Skunk cabbage, green broom corn Carter's Little Liver Pills, stewed green tomatoes, dead beets, vanilla beans, catnip, beans soaked in shoemaker's wax, tight boot corns, cactus, mixed soap weed, preserved poppy pods, corn cob, chicory, Syrup of Figs, corn plasters, Canada thistles in vinegar, culture, hard corn, soft corn, chow chow.

**PASTRY** Paste board, paste brush, cold paste, hot paste, sweet paste, sour paste, mucilage, gum tragacanth, starch, paste pudding, paste pie, tooth paste, printer's pie, flour paste, congress pudding, starch paste, round pie, square pie, pizen, triangular pie, oblong pie (left handed), rubber pie with Goodyear patent, flaxseed pudding a la mucilage, leather pie with buckles, sponge pie cut bias, round shoulder pie, sawdust pudding a la pine sauce, mustard seed pudding.

**DESSERT** Great Sahara, Great American, Breckenridge patties, oil cake, floating armies, sour cream, cold cream, cake walk, door jam, yeast cake, angel feud from Sacramento, corn cake, liver jelly.

**FRUITS, NUTS, ETC.** Fruit of the Loom, tutti frutti, prickly pears, Adam's apple hash, prickly asherries in cream, pickled raisins, pickled door knobs, stewed peanuts, fried huckleberries, doughnuts, stove polish, soft coal, jaw breakers, attar of roses, boiled acorns, lemon punch and Keeley's Gold Cure, Fruit of Industry (rare).

Ingredients to prepare the above can be had of us at the lowest rates. . . .

H. ARENDT & CO.

This is the ad that excited Mr. Hamilton.

# SAMPLES OF GOOD ADVERTISING

Everything Pertaining to Music.

## The Chickering Piano

OF TO-DAY

Is not only the best Piano-Chickering & Sons have ever made, but it is the best Piano anybody has ever made. The truth of this statement can best be demonstrated by an inspection of the Chickering Pianos of present manufacture. These can be seen at the warehouses of

**Carl Hoffman,**  
SOLE AGENT,  
1012-1014 Walnut St.  
Kansas City's Leading Music House.



The new shapes in stiff Hats are here for your inspection. Mighty graceful and becoming bits of hat architecture they are as far as for quality. If you've ever worn a

**"WILCOX"**

You can vouch for that.—  
PRICE \$3.50—colors, black or brown.


**The Wardrobe,**  
LEWIS & JOHNSON,  
119 EAST MAIN ST.  
TAILORS, FURNISHERS, HATTERS.

## A Good School Shoe—

One that will stand the hard knocks of the children's rollicking school life—that has style and comfort and service in every line—is our School Shoe, special for Boys, Misses and Children. Fully guaranteed in every particular. For Boys and Youths, at \$2. Misses, at 2, at \$1.50. Child's 8 1/2 to 10 1/4, at \$1.25. Child's, 5 to 8, at \$1.00.

FREE—With every pair of Misses' Shoes we give a Box of Candy, with every pair of Boys' Shoes a Pocketknife.

**Ellet,**  
913 MAIN.



Don't let a seeming coolness deceive you.


White duck and linen crash look the coolest; but flannel is cooler. A loosely woven woolen cloth, except to the man inside, doesn't seem cool; yet the wind fairly buzzes through it.

But take your choice; all here. So are:

Low waist coats—about like going barefooted.  
Straw hats—even the wind "blows" to them.  
Medicine shirts—save starch and temper.  
Washable scarfs—like new if you wash 'em.  
Linen-mesh undersuits—won't let you perspire.  
Bathing suits—cooler without hurt.  
Hats—will "take in" the slightest of you.  
Golf hose—both price and stockings are thin.  
Fashions—no number to make your dress night terrors.

Stores close to-morrow at once.

**ROGERS, PEET & CO.**



You know what happens to straw hats Sept. 1.

Is it possible you're wearing one yet?

And here are new fall Derbies and Fedoras ready for you at \$2.00 and \$3.50—hatter's \$4 and \$5 qualities.

Rogers, Peet & Co. Fall Overcoats and Suits, too—fashion in style and quality—now waiting for you.

School Suits for the boys, at easily remembered, available as can be; \$2.25 and upward. R. P. & Co. quantities as low as \$7.

**F. M. ATWOOD,**  
N. W. Cor. Madison and Clark-sts.



Make it the day you grind it—that is the secret of having good coffee.

**Coffee,**

OUR T. & T. BRAND is Blanded, Roasted, Unground and put up in air-tight tin cans, with our name on them.

All Up-to-Date Dealers Keep It.

**THOMSON & TAYLOR SPICE CO.,**  
CHICAGO



## Ribbons...

We are probably the only people in town who are showing a complete line of wide Ribbons in Taffeta, Moire, Satin and Double Faced taffeta. We are offering a choice range of colorings at

**25 cents**

**TRADE PALACE,**  
Dry Goods and Carpets.  
40-44 SOUTH FIRST STREET.



**KODAKS**  
And All Latest Styles of  
**CAMERAS**  
And Supplies for Amateurs,  
Field and Tourist Glasses at lowest prices.

**ERKER BROS. OPTICAL COMPANY,**  
629 Olive Street.



We're driving out all patterns of Carpets not to be duplicated; we've put spurs to them by lopping off a third to a half.

If you have Carpets to buy, you should read what follows:

"Lowell" and "Whitall" best five-frame Brussels at \$1 from \$1.35.  
Wilton Velvets at 90c, from \$1.40.  
Velvets (a good assortment) at 80c, from \$1.25.  
Mouettes and Axminster at 75c, from \$1.25.  
Best Tapestry Brussels at 55c, from 75c, and 85c.  
Extra Super All-Wool-Inggrams at 50c, from 75c.  
Velvets, Brussels and Moquettes—2d floor.  
Tapestries and Ingrains—3d floor. Quick Elevator Service.

**V. E. Archambault & Son**  
N. E. Cor. 11th & Market Sts.



## Bring Carpet Mills

close enough to save profits—our way of doing it.

Here you pay for the mills.

Royal Wilton  
Wilton Velvet, best quality.  
Wilton Velvets.  
Best Body Brussels.  
Body Brussels.  
Best Tapestry Brussels.  
Tapestry Brussels.  
Two-ply Ingrain, all wool.

**CARPET**  
Representative of all grades of carpet, from the best to the lowest, sizes to suit any room.

4 x 6 \$9.00  
6 x 9 \$12.00  
8 x 10 \$15.00  
10 x 12 \$20.00

OTHER SIZES AND QUANTITIES  
Japanese and Chinese Mattings—choice.

**JOHN & JAMES DOBSON**

Solid Oak

## Extension Tables

Are shown in our south window. The assortment complete, elegant new designs and the low prices will surprise prospective purchasers.

Pease Furniture Co. is prepared to sell extension tables from

**\$3.50**

up. Liberal reductions on furniture. There never was a better time to buy. Come week and take a look at our DESIGNS IN CARPETS. to lead the van in floor— the largest stock of linoleum west. Will try not to disappoint.

**Niles Pease Furniture**  
Spring St., bet. Fourth and  
Nos. 439-441-443



## Boys' School Suits Now

One week from today school begins. If you would have your boy admired by his companions and their mothers, get him one of our New Style School Suits. The most extensive stock in town is ours, every garment put together to stay. The wearing qualities of our Boys' School Suits are not a secondary consideration by any means.

—\$2.00 to \$8.00—

MULLEN & BLUETT CLOTHING CO.



## A HOT DAY

and a way to forget it. Outing Shirts, choice designs, bunched for a quick sale — forty-seven cents—

—47 Cents.

**Babcock & Co.**  
LEADING CLOTHIERS.



## Our Carpets

Are meeting with a ready sale, but we want to sell more of them—we have every grade, from the modest Ingrain to the elaborately patterned Wilton. If money-saving is an object to you this is the place to come to buy.

**TRADE PALACE,**

Dry Goods and Carpets.

40-44 SOUTH FIRST STREET.

## soap

FOR THE MULTITUDE.

Water may be scarce in Stockton just now, but you'll find by visiting my store that there is no scarcity of soap. Every popular brand of toilet and bath soap in abundance.

**H. McCOMAS, Druggist.**

537 E. MAIN STREET.

Tel. 1804 black. Goods delivered. Only store in the city having a night bell.

## good coffee

is no more trouble to make than poor coffee. If you use a good article in the making, 35 cents of coffee at 35c per pound, 3 pounds \$1, makes as good coffee as anybody wants to drink. Try it, and see if it don't. Ground to order.

**S. H. Farley, 530 12th St**



## The First Illinois

beverages in point of refreshment and health bringing are easily

**Hydrox**

**Ginger Ale  
Root Beer  
Birch Beer  
Sarsaparilla**

—the Pure Kind.

They are good for heroes and friends of heroes—and every Chicago resident is one—or the other. Have a basket delivered at your home to-day. Write, call or telephone.

**THE CONSUMERS COMPANY,**

Tel. South 625. Works, 28th, Butler and 36th Sts.

Served by the glass and orders taken, at our City Saleroom, 44 Randolph St.



We're tempted to talk about our Rogers, Peet & Co. new Suits and Fall Overcoats for men, ready so soon.

But this is school-boys' week. Got to get them started right first: then the older folks.

Our R., P. & Co. boys' clothes are as reliable and staunch as the men's.

Rogers, Peet & Co. is another way of saying satisfying.

Knee Pant School Suits, \$3.25 and upward, R., P. & Co. qualities start at \$7. Boys' Long Pant Suits \$10 and upward.

**F. M. ATWOOD,**  
N. W. Cor. Madison and Clark-sts.



Boys, we are covering school books free—take advantage of tomorrow's holiday and bring them in—you don't have to make a purchase.

Another word about those pure worsted fall and winter blue wide wale double-breasted Knee Pant Suits for boys 4 to 16 years, that we are selling for \$5.

They are beyond comparison the best value in Chicago for the money and well worth \$8.

Boys' and Young Men's New Fall Overcoats—the swiftest in town—at half tailors' prices. Will you be in today or tomorrow?

**James Wilde Jr. & Co.**

## Today Tomorrow

Will be the last opportunity you'll have of buying from straight lines of good shoes at practically cost.

OUR SACRIFICE SALE closes tomorrow night.

If you want Shoes for any member of the family, NOW is the time to buy.

**Innes-Crippen Shoe Co.**

258 S. Broadway—231 W. Third

### NOTES OF THE BOARDS

A very handsome two-sheet lithograph poster in black and white is out for the Harrington Hat.

Hale Bros., Smith the Tailor, Benj. Curtaz & Sons, Byron Mauzy, and G. W. Clark & Co., are using lithographed posters.

One of the best pieces of poster-work turned out by Louis Roesch Co. is the 16-sheet for Capadura cigars. It is a strong advertisement, and artistic at the same time.

The Great American Tea Co. and Aunt Jemima's Pancake Flour, whose posters are conspicuously displayed in San Francisco, have sent posters to a number of country towns recently.

A method of getting good display from small posters, is by putting them in clusters. Some very effective advertisements are put in this way for Lennox Soap, Adams' Pepsin Gum, Pearline, and Ivory Soap.

New billboards are going up all over town. Among the more prominent are: S. W. corner of Golden Gate Ave. and Devisadero St., 25 x 100; S. W. corner of Devisadero and Grove Sts., 110 x 137; and two of 40 feet each on Taylor, near Market and Eddy, just east of the Alhambra Theater.

The immense billboards at the corner of California St. and Central Ave., and on Baker St. opposite the Panhandle entrance to Golden Gate Park, are among the most effective locations in San Francisco. During a recent visit of Col. Burr Robbins, the veteran soldier, circus manager, and bill-poster, he said: "Those boards are cracker-jacks of the first order. I don't know where you'd find their equal."

### THE FISHER STORM LEGGINS

Mr. Charles Fisher, of 112 Sutter St., this city, is the inventor of an improved storm leggin, which he is arranging to advertise this fall. The use of leggins has always been restricted because they bound, creased, and wrinkled the trousers, could neither be easily adjusted nor removed, and they invariably interfered with both circulation and ventilation. The Fisher leggin has done away with all these difficulties. In appearance it resembles a pair of trousers exactly, and when worn with an overcoat it is nearly impossible to detect that one has leggins on at all. They are



easily put on, the operation not taking more than ten seconds, and they can be removed instantly. The simple act of turning the trousers up fastens it securely, and there are no hooks or other nuisances to attach. The use of an umbrella with the leggins practically does away with the necessity for an overcoat in wet weather, and as they are made in all styles of waterproofed and ordinary cloth, the fabric of the trousers can readily be matched should it be desired. Ventilation, which was practically impossible with the older style leggins is now certain, and the circulation is not interfered with in the slightest degree.

THE CHARLESTON FURNITURE CO.

CHARLESTON, ILL., September 13, 1898.

EDITOR AD BOOK:

Herewith I hand you one dollar (\$1.00) covering my personal subscription to the AD BOOK one year hence, beginning with August number. I received your sample July copy and don't think I can lose anything on this investment. I like the general appearance of your journal very much.

Yours truly,

A. F. ALVEY.



The big signs at Central Avenue and California Street, where the Sutro, California-Street, Jackson-Street, and steam cars pass, with their thousands for the Park and Cliff.

## HOW SALOMON SOLD HIS SOAP

That bright and up-to-date exposition of modern advertising, the AD BOOK, has entered on its third volume. It is chock-full each month of new and practical ideas on advertising. Most publications of this character do entirely too much criticising, but the AD BOOK avoids this, and endeavors to inform the advertiser how to make advertising pay, by showing the best examples of advertising taken from firms who have built up their business through good advertising.

The July issue copies two advertisements from the *Free Press*, one from Charles Jacobson, the cash grocer, who, we all know, has made a success of the grocery business; the other is an advertisement of Dobrowsky, the optician and jeweler, who also does a good share of business in this city.

This is a season of the year when business is unusually dull, but in nearly all cases it is a fact that the merchants who have kept up a systematic course of advertising have done a better business than those who have not sought newspaper publicity and remained in the background.

A good business man of this city, whose place of business is not many blocks from the corner of Yuba and Market streets, told us a story this week which, in itself, is a cold fact. He says he had been using the local papers for many months, and concluded to keep out for a time. His ads had not appeared for several weeks, when a young lady from the mountains came into his store. She seemed somewhat surprised when the proprietor approached her. "Well," said she, "I had n't seen your name in the paper for some time, and I thought you had moved from Redding." The merchant said that next day he resumed his advertising.

It may seem to pay to keep quiet, but the long-sighted business man must keep up a constant course of advertising if he desires the people, both far and near, to have his name constantly in their mind.

There seems to be considerable disposition on the part of the merchants to keep prices out of their advertising. An example of the real effectiveness of quoting prices in an advertisement was furnished a few weeks ago by H. Salomon, of the I X L store. He advertised the fact that he was overstocked with soap, and quoted reasonably low figures on the article he placed on sale. He was delighted with the results, and said he had sold over 400 pounds of soap during the week. He may not have made much on his soap, but no one can say that each soap customer did not purchase something else. The ad draws the buyer, but the merchant must do his own selling.

It does not cost any more to change your ads once a week than it does once a month, and while such is the case merchants should pay a little more attention to their ads, and see that their effectiveness is increased.—*Redding Free Press*.

S. SWEET COMPANY.

General Merchandise, Fruit, and Grain.

VISALIA, CAL., August 28, 1898.

EDITOR AD BOOK:

Inclosed find \$1.00 for subscription to the AD BOOK, which kindly forward and oblige

Yours truly,

S. SWEET COMPANY.

## OLDEST WEEKLY PAPER

The *Saturday Evening Post* (Philadelphia) began its one hundred and seventy-first year with the Fourth of July issue. The *Post* was founded by Benjamin Franklin, in 1728, and is the oldest weekly publication in the United States.

Special  
to  
Advertisers

**CUTS**

We have printed a sheet of nearly 200 cuts we have used with excellent effect in our trade journal advertising. Mailed for the asking. If interested, send postal. Advertising Dept., F. MIDDLETON & Co., Philadelphia, Pa.

The **Harman Journal of  
Window Dressing**

Sixth year of publication. Illustrated descriptive displays pertaining to all lines of trade. Send 25c for trial copy.

Journal of Window Dressing

125 So. Clark St.

CHICAGO

**Trails of  
Tamalpais**

A. H. Sanborn and P. C. Knapp, Civil Engineers, have made a Map of Marin County, from Sausalito to Bear Valley, and from the Coast inland to Point Reyes Station, Nicasio, and San Rafael.

It shows wagon roads, railroads, streams, elevations, and all practical trails.

Invaluable to tourists, trampers, bicyclists, anglers, hunters, and residents.

Lithographed in three colors. Pocket form, leatherette covers, price, 50 cents. Mounted for the wall, \$1.00 Sent prepaid on receipt of price.

THE AD BOOK

1405 Call Building

SAN FRANCISCO

**OWEN**  
Makes Engravings  
in the CALL BUILDING  
TEL. MAIN 5589.

IF YOU  
WISH TO

**Advertise**

IN NEWSPAPERS, ANYWHERE, AT  
ANY TIME, CALL ON OR WRITE TO

**E. C. Dake's Advertising Agency,**

64 & 65 MERCHANTS' EXCHANGE,

PHONE MAIN 1063.

SAN FRANCISCO.

## DRY GOODS

AS SURELY as the needle points to the pole, that surely will economy and self-interest direct the prudent housewife to this busy, big store. Scores of as good bargains as these we mention await your early inspection. No room for extended argument. Figures like these merit your business. Come or write. Bentley, Bass & Co., Temple, Texas.

A SNAP is what we ordinarily call unusual prices or bargains. In tearing down our building, preparatory to placing in our glass front, shelves have become demoralized for lack of room. Don't imagine we are giving away things; but if a dress pattern costing you originally \$6.00 can be had for \$4.00, who saves the \$2.00? The Big Store, The McCormick-Saeltzer Co., Redding, Cal.

SUMMER CORSETS.—You have no excuse to be pinched and cramped and made uncomfortable by thick, heavy corsets. There is a "Ventilated Corset," made of strong netting, well boned and stayed and correctly shaped, which means the greatest possible summer comfort, 50c. Trade Palace, San Jose, Cal.

NEW SILKS.—It is quite as important to know what you are getting as to know what you are paying for it. It is equally as important to get what you pay for. This is certain of our silks; whatever others may offer, you know when you buy silks at Hale's you are getting the up-to-date, correct, swell styles at the very lowest prices. This week. Hale's, Sacramento, Cal.

STOUT OR SLENDER—tall or short—dark or fair—young or old, a black dress is always becoming. When in doubt, buy black. By selecting your gown here now, you get first choice of a hundred or more rare patterns, some of which cannot be duplicated. To-morrow we enter upon the third day of our September sale of black dress goods. The exhibit is the greatest we have ever made—for beauty, style, variety, and price—and besides all that, the rumor gains ground that our stock of autumn silks, colored dress fabrics, and early fall wearings have no equal in Des Moines. Youker Bros., Des Moines, Iowa.

SUMMER SILKS at less than the almond-eyed Geisha maid can get them at the Tokio bazaars. We don't pretend to be making profits on a yard of these stuffs—we'd be content to get back what we paid out. The leaders that will crowd our silk counters Monday are offered to you at the nearest approach to giving away that silks ever reached. S. Kann Sons & Co., Washington, D. C.

## GROCERIES

A DAINY BREAKFAST can be enjoyed on warm mornings from any of the exquisite preparations in cereals that you will find here. Our Gemma and Parched Farinose, rolled oats, breakfast flakes, hominy, farina, and rice, with a cup of our fine coffee or Ghirardelli's cocoa, would tempt the most jaded palate. The Kessle-Boyle Grocery Company, Phoenix, Arizona.

MANHATTAN BUTTER is the finished product of fine healthy cows, a modern creamery, and careful, experienced work on the part of the makers. It is the very best butter that can be produced. Bridgeport, Conn.

A HOT TIME IN MUSTARD CIRCLES.—We rather cornered the mustard business last week. Hear about it? Why, we bought 150 dozen jars of Golden Eagle Mustard. Got it for a song, because it was misshipped. We are selling it now for less in jars than manufacturers charge in bulk. It's good mustard, full pints. Put up to sell for 25c., but we'll let it go at 10c. per jar. American Cash Store, Sacramento, Cal.

THE DELIGHT born of tea cultivation consists in the exquisite flavor of the leaf when brewed in the right manner

and getting the tender first-crop leaves from the picking. All of our high-grade teas are first-crop and delicious, and the finest that is imported from China, Japan, and Ceylon. Try some of our Emperor's brand and you will know the real pleasure in a cup of tea. Our coffees are from the finest berries picked. The Kessle-Boyle Grocery Company, Phoenix, Arizona.

A MILLION POUNDS OF TEA.—That is a mountain of tea. Yet that represents the quantity of our tea that has been sold. It must be a pretty good tea. We have a fifth of a million pounds on hand even now. Over a million pounds sold. Martindale's, Philadelphia.

## DRUGGISTS

WHEN ANY ONE IS SICK in the family, you call in the best physician you know of. But he does only half the work. Ever stop to think that his knowledge would be of no benefit unless his prescription was properly filled? It is true; so you should be careful where you take it. Purity, accuracy, dispatch—these are the three foundation-stones of our big prescription business. P. F. McMorris, Sacramento, Cal.

"CLEANLINESS IS NEXT TO GODLINESS."—Be clean and you'll be both comfortable and healthy. The pores are the sewers of the system, through which the impurities of the body are eliminated. Frequent bathing cleanses the body of these impurities thrown out through the pores, thus contributing materially to good health. We sell everything in the line of bath necessities. Bath brushes, 25c. up; large bath sponges, 25c. each. Eagle Drug Co., Stockton, Cal.

POLISH UP YOUR IVORIES.—One thousand tooth-brushes, genuine Loonens brushes, every one of which we guarantee; should bristles fall out, return brush and get a new one, 25c. Use Morgan's tooth-powder with these brushes. It whitens the teeth, preserves the enamel, and hardens the gums. All dentists recommend it. 25c. a bottle. Eagle Drug Co., Stockton, Cal.

A PHYSICAL WRECK.—Impure drugs have caused almost as much suffering as sickness and disease. Don't use adulterated medicine. Purity adds nothing to the cost of the article if it is bought at the right place. We are careful about our purchases. Knowledge of drugs and long experience has taught us what to buy, what to avoid. Our stock contains only what is good. This insures the filling of customer's prescriptions with the exact quantities and qualities intended by the doctor. Cameras and photographic supplies constantly on hand. Mail orders promptly attended to. The Hornung Drug Store, Marysville, Cal.

## SODA WATER

"THE WOMAN TEMPTED HIM," is the old story, "and he did drink." Well, we've seen him at our fountain at least three times a day since. Have you tested our delicious soda water, with pure fruit juices as flavoring? Or an ice-cream soda on a hot day? Of course you have—there is no one in Hartford that doesn't get refreshed at our fountain every day in the week. But "have another" any time you are passing; it will give you new life. E. H. Williams, Hartford, Conn.

THE MOST COMFORTABLE SPOT IN TOWN is at our soda counter. Klondike drinks without going far and without costing much. And with an overhead electric fan that is refreshing in the gentleness of its breeze-giving assistance—immediate relief the moment you come in. Cold soda, pure syrups, rich flavors—tastes better here than any place you ever tried. Dupees, Bridgeport, Conn.



Opposite the panhandle entrance to the Park—the swellest location in the city. It rivets attention by its immensity and boldness.

## MEN'S FURNISHINGS

**FALL FURNISHINGS.**—Our window to-day will repay an inspection, with a gorgeous display of very elegant fall neckwear. They are the latest in color effects—the up-to-date fancies of the swellest dressers. You won't want to miss seeing them—nor miss buying when you find that our price is fifty cents—instead of seventy-five and a dollar. By the way, you can buy one of these scarfs with the half-dollar—or buy two with the dollar—that we can save you on a fall hat. Cottrell's, Denver, Colo.

**"OFF" PRICES ON MEN'S OUTFITTINGS.**—At the threshold of another season, we look through our stock and find a few things here and there that have hung fire some time. Now we have shortened the price-fuse enough to avoid any missing fire, and they must go. Within the next fifteen days, we will clean up all these odds and ends. Just a few price quotations are sufficient, as you know the standard of our firm. Lazard's, New Orleans, La.

**WE'RE SELLING** the best 48-cent unlaundered white shirt ever put together in America. We know it to be better than you can get at the average store for 75c. F. H. Allis & Co., New Britain, Conn.

**FIXIN'S FOR MEN** is our subject to-day. What to get for shirts, underwear, collars, etc., tries a man's patience at times. Find the right place first, and then you can purchase without hesitation. Common-sense ideas prevail in our furnishing department. Now is a good time to examine your stock of underwear and see what you lack. What a "broad smile" you'll wear if you find you won't have to buy this fall. But if you are in the market we have it in piles of "Mount Tomic" proportions. Haynes & Co., Springfield, Ill.

## LAUNDRY

**CLEAN CLOTHES** make the man feel better, and certainly make him look nicer, than dirty clothes. The man who sends his clothing to us will get a good, clean job done, and on time too. Redding Steam Laundry, Jules Breny, Prop., Redding, Cal.

**A FASTIDIOUS DRESSER** always brings his shirts, collars, cuffs, and furnishings to this laundry. At no place in the South can he get such general all-around satisfaction in careful treatment of goods, pure washing materials, and beautiful color and finish as we give at all times. A trial will convince you of the superiority of our work. Little Rock Steam Laundry, Little Rock, Ark.

**4752 MAIN, PLEASE.**—You will find our laundry to have many more conveniences than a telephone. You will find that we have a prompt wagon service, a sure delivery, and a perfect system. You may have your linen done up with a "domestic finish" or any sort of finish you may elect. This is a modern laundry, with thoroughly modern appliances. Consult our mutual interests with a postal card. The Eureka Laundry Co., 155-157-159 West Madison st., Tel. Main 4752, Chicago, Ill.

## CAMERAS

**FUNNY VACATION INCIDENTS** may be made a source of amusement long after your outing has become a memory, if you are thoughtful enough to provide yourself before leaving with one of our high-grade low-priced cameras. C. C. C. Pharmacy, Sacramento, Cal.

**EXCLUSIVELY CAMERAS.**—All cameras, and nothing else—except camera supplies. We can sell you anything in Kodaks or cameras—and a little the cheapest of any. We are doing a wonderful amount of developing and printing. Send us your order or call. Syracuse Camera Supply Co., Syracuse, N. Y.

**OUR KODAKS** make the prettiest pictures. "You press the button; we do the rest." We sell all kinds of Kodaks. Our line of photo supplies is the largest in San Joaquin County. Try Morgan's Toning Solution. It produces the richest and softest effect in photography. Eagle Drug Co., Stockton, Cal.

## FUEL

**AS STABLE AS THE PYRAMIDS.**—Our coal occupies a firm place in the minds of the people. A reliable, every-day-in-the-year fuel. Let us fill your coal-bin before the bad weather sets in. A. M. Smart, Syracuse, N. Y.

**YOU MAY** have noticed that a scuttle of our kind of coal would last all day, while a scuttle of another kind would be gone before supper-time. Our coal is of standard quality. You get 2,000 pounds of satisfaction in every ton you buy from us. Try one. Millsbaugh & Green, Syracuse, N. Y.

## CHARACTER ADVERTISING

The most natural advertisement is a sign above the door. This kind of advertising is as old as civilization. In ancient Rome, the sign of a saw indicated that the man within was a carpenter. A bushel measure was hung over a baker's door, and a branch of ivy, wrought in stone or iron, marked the tavern.

Written characters were used in advertising some 200 years before the dawn of Christianity. On a street corner in the ruins of Pompeii is a sign which reads: "Visit the inn of Lianus; turn to the right." Another inscription in the buried city says: "A wine-jar is lost from the inn. If any one bring it back, there shall be given to him sixty-five sesterces. If any one bring the thief who took it, double the sum will be given."

## A COW FOR SALE

The late Bill Nye once advertised a cow for sale as follows: "Owing to ill-health, I will sell at my residence in township 19, range 18, according to government survey, one plush raspberry-colored cow, aged 8 years. She is a good milker, and is not afraid of the cars or anything else. She is of undaunted courage, and gives milk frequently. To a man who does not fear death in any form she would be a great boon. She is very much attached to her house at present by the means of a stay-chain but she will be sold to any one who will agree to use her right. She is one-fourth shorthorn and three-fourths hyena. I will also throw in a double-barreled shotgun which goes with her. In May she generally goes away for a week or two, and returns with a tall red calf with wobbly legs. Her name is Rose. I would rather sell her to a non-resident."

**W. F. CORNELL & CO.**

**Electrotype Foundry.**

518 Sacramento St.

High Grade Work—Promptness

## STOCKTON

## The Evening Mail

COLNON &amp; NUNAN, Props.

Established 1858.

Only morning journal in the city.

## Stockton Daily Independent.

The paper for the family, the merchant, and the advertiser.

## SHOES

**CORSET SHOES.**—A sure cure for weak ankles. These shoes are made in the best possible manner of the best kid, are soft and pliable, yet support the ankle. Don't delay buying a pair if your child has weak ankles. Bacon's Family Shoe Store, San Jose, Cal.

**YOU CAN STUMBLE** into shoe-stores as easy as you could stumble in some of the shoes you'd find. You can't stumble in Marble Shoes. Wear Marble Shoes. 355 South Salina Street, Syracuse, N. Y.

**"GOING-AWAY" SHOES.**—Here is shoe talk for this kind of weather,—the kind that simply smells of vacationing. John Wanamaker, New York.

## HARDWARE

**WE DO PLUMBING** in a way that is most satisfactory to our patrons. Our mechanics are thorough workmen who do only the best plumbing that can be done. If your water-closet leaks or is stopped up, send for our man; a good job will result. The price is always reasonable. Redding Hardware Co., Redding, Cal.

**WHO SAID BARBED WIRE** to the Rough Riders? Our boys can get through most anything when they are fighting for Uncle Sam, but our barbed-wire fencing will keep anything in or out that hasn't nippers to cut them with. For garden fences, lawns, pastures, etc., it is the best fencing made. Call and see at Henry E. Kemp Hardware Co., Phoenix, Ariz.

**DON'T GET SO HOT.**—Instead of running your stove at full blast, and heating up your whole house by having the ironing done on the stove, get a charcoal furnace. It is more economical, in that it saves the stove as well as the fuel, and is convenient for boiling the clothes, ironing, pressing, and a certain amount of cooking. Your neighbors are using them and like them. We have them in three sizes. Roberts, Sanford & Taylor Co., Sherman, Texas.

**"SPLENDID!** Would'n't part with my gas-stove for anything. Don't see how I got along without it," are some of the expressions from those who are using a gas-stove. Others are well pleased—why not you? Chattanooga Gas Light Co., Chattanooga, Tenn.

**HOW'S YOUR PLUMBING?**—Is it in good enough condition for you to go back into your house? You had better have it looked after, if you care at all for your health. Let us attend to it. We are thorough and complete. Our prices are moderate, and our work perfectly satisfactory. You should act at once. Davis Company, Moline, Ill.

## MEN'S HATS

**THE TOP-NOTCH** of elegance is reached in the spring derbys and alpines. Our large buying, no middleman's profits, and no royalty for a name save you about \$1.00 on each hat. Kennedy, New York.

**A COOL STRAW HAT** will add to your appearance, health, and comfort. Perhaps a hundred styles here to select from. Bentley, Bars & Co., Temple, Texas.

**HATS OFF, PLEASE!**—look at them. Don't you need a new one? Lazarus, Columbus, O.

## PIANOS

**BEWARE OF THE PIANO** that is absurdly good—on paper. It takes strong and vigorous language to sell such pianos; but they cannot be sold in any other way. Our pianos speak for themselves. Come in and hear them talk. Their arguments are convincing and irresistible. We know you will be captivated. Our prices also are specially favorable to the buyer. Miller Organ Co., Lebanon, Pa.

**WE CONTINUE TO SELL** any particular piano just so long as it keeps up to our standard of quality. If it goes back—degenerates—is cheapened—then we are through with it. We are not tied to any particular piano by other interests than those of our customers and ourselves. Our position permits of our giving the greatest possible piano values, and that we always do is attested by our present magnificent business. J. W. Jenkins' Sons Music Co., Kansas City, Kansas.

**ONE VERY REMARKABLE FEATURE** of the Krakauer piano is its extraordinary capacity for staying in tune. Many pianos (even some high-priced ones) possess the other requisites of a good piano without this. Money is saved in buying a piano that will stay in tune. It is not uncommon for us to find a Krakauer in perfect tune after having been in use a whole year without tuning. The Krakauer is not the finest in the world, although in the generally accepted meaning of that much-abused expression there are a half a hundred so-called "bests" that bear no comparison with it. And for the price you pay it is not to be matched anywhere. Chase & Smith Co., Syracuse, N. Y.

**A PIANO OR ORGAN** should be in every home—we mean a good instrument. If you haven't one in your house, write to us to-day for our prices and handsome catalogue. If you don't want to pay all cash, we will allow terms to suit you. It will please us to furnish you with complete information and benefit you. Hollenberg Music Co., Little Rock, Ark.

## CROCKERY

**YOUR DECORATION-DAY** dinner-table should be a "thing of beauty" as well as daintiness. In our stock of exquisite china we have dainty decorations that will vie with carnation, blue-bell, primrose, hyacinth, or heliotrope in delicacy and coloring. We have many new and artistic patterns in inexpensive dinner and tea sets, in china and English porcelain. Large stocks of jelly-glasses and fruit-jars at lowest price. E. C. Kidd, Lexington, Kentucky.

**SUBSTITUTES FOR SUNLIGHT** are numerous, good, and pretty here. There's not a finer showing of lamps anywhere within a hundred miles, and no one wants to go outside that limit to hunt for one, because ours is all right in every respect; quality, style, brilliancy, and value are unsurpassed. We have a large assortment of plain and decorated globes at remarkably low prices. Chimneys for any style of lamps. E. Epstein Glass and Crockery Co., Little Rock, Ark.

**NOT THE SAME.**—Large, smooth-finished table tumblers at 30c per dozen, good for jelly. Not like the small rough-bottom jelly-glass some use. Bolton Co.'s Great Tea House, Alameda, Cal.



A new location, and the best on Market Street, corner City Hall Place. The signs top the one-story buildings, and offer magnificent display.

## CLOTHING

**THEY SATISFY.**—Once you get inside an Elkus-made garment you hate to get out of it. You know you have right fabric, finish, and fit. You know the money paid for it brought every bit as much as twice that sum would bring at Sacramento's swiftest tailors. You know that the tiniest wrong, if there's ever any, will be righted quick as the word's spoken. Of course you pin your faith to Albert Elkus, Sacramento, Cal.

**WHO MADE YOUR SUIT?**—We know of a number of instances where this question has been put to men by friends who supposed themselves to be admiring the handiwork of a first-class custom tailor, when in reality closer inspection would have revealed our well-known label. Such a tribute to the elegant appearance of our garments is all the more flattering because unconsciously rendered. It confirms us in the belief that we are very near to the ideal in retailing ready-to-wear clothing. The Chas. P. Nathan Co., Sacramento, Cal.

**IT ISN'T TOO EARLY** in the season to capture a new fall suit or overcoat, for our store is fast being filled up with the nobbiest and most attractive latest fall-style clothing. Foster, Besse & Co., Bridgeport, Conn.

**NOW IN PROGRESS** is an event which presents the greatest opportunities of the year to purchase the very best kind of children's apparel at extraordinarily low prices. The amount of boys' and children's clothes sold by us during the past few weeks is phenomenal. We consider it the best of advertising, because the testimonials of those who have enjoyed these advantages are of the greatest value to us. Why don't you take advantage of the following price opportunities? D. S. Rosenbaum & Son, Stockton, Cal.

**ONE MIGHT LOOK** a long time at the line of fall and winter suitings we have ready for inspection and fail to find anything against the goods. They are faultless. Pure wool, perfectly woven, perfectly dyed, and perfectly finished. You cannot make a mistake no matter which piece you may choose. Just finished, a new line of ladies' tailor-made suitings. Retail Department, Stockton Woolen Mills.

**JOT DOWN** this fact, that when you want clothes that will give only the best satisfaction in wear, fit, and finish—clothes that will suit not only yourself, but your wife and your friends—clothes that will give you the distinction of being a perfectly dressed man, come to the store which makes a specialty of such clothes. Carl Muller, Halfmoon Bay, Cal.

**AN ATTRACTIVE PAIR** of trousers are not necessarily of a loud and pronounced pattern. We have just received a well-assorted line of trouserings which are not only substantial but very pleasing to the eye. A look will convince you that the price, \$6.50, is reasonable. Star Tailors, Little Rock, Ark.

**CHICAGO BOYS** stand at the head in the school world. Wilde's boys' school suits stand at the head, too—ahead in service, looks, and low prices. We quote two items to-day: Handsome double-breasted, wide-wale, fast-color, all-wool, blue worsted knee-pants suits, ages 4 to 16 years—price, only \$5.00, worth \$8.00. Natty little all-wool vestee suits, fancy trimmed, sailor colors, beautifully made, price \$2.50, worth \$4.00. James Wilde Jr. & Co., Chicago, Ill.

**"BLUE SERGES."**—For gentlemen who dress with exceptional taste there is nothing more genteel for business or semi-dress wear than the blue serge suit—suits that appeal to the tastes of men who are in the habit of having their garments made to order. Our prices save 25 per cent. Visit Stockton's best tailors, The Wardrobe, Stockton, Cal.

## OPTICIANS

**THE AGE OF ECONOMY.**—The person who gets a "fit of economy" sometimes tries to take it out of his optician. That's a mistake—he takes it out of his own pocket—cuts down his ability to see. Because cheap is of necessity poor, and there is only one kind of optical work that is worth what it costs. It must be of the best, be correct and the frames well fitted. I. A. Beretta, Optician, Oakland, Cal.

**EVER HAVE A HEADACHE?**—Does it come from your eyes? Step in and we'll tell you. No charge. I. A. Beretta.

**PLEADING FOR HELP.**—That is what your eyes are doing when they pain, smart, blur. The only source from which you can receive any help is from good eye-glasses or spectacles properly adjusted and fitted to the sight. We will test your eyes free of charge and fit them with the proper glasses, but don't wait too long. We guarantee cure for sick and nervous headache. G. L. Schneider, Ophthalmic Optician, Stockton, Cal.

**THE SCIENCE OF OPTICS** is one of the greatest boons to humanity. Sight, the most precious of nature's gifts, can be preserved and to a great extent restored by its agencies. As specialists, we keep pace with its discoveries, that our services may always be the best. L. A. Faunce, Eye Specialist, Harrisburg, Penn.

## FURNITURE

**ARE YOU SATISFIED.**—If you always get exactly what you want at exactly the price you want to pay, we want you to remain satisfied: but if some time you would like the same thing for a smaller price, we would like to have you call at our store. We carry a full line of furniture, consisting of parlor, bedroom, and kitchen sets, carpets, etc. H. Daniels, Grass Valley, Cal.

**A NEW CAREER** opens to-day in the life of this store. Grand as has been the past, the future will be grander. We congratulate those who were fortunate enough to secure these bargains during our August special sale. And now newness is smiling at you on every floor—new goods, new life, new thoughts meeting you at every point. Downer & Edwards, Bridgeport, Conn.

**IT IS NO TROUBLE** to buy a carpet here—no need of fretting, worrying, or stewing over the ordeal you naturally have to go through with. The varieties are so extensive, the colorings are so harmonious, the patterns are so new and many, the weaves are so reliable, and the prices are so generous, that it's so easy to find what you want, you'll hardly realize the choosing you're making, and when you leave there's no doubt in your mind as to your satisfaction. W. S. Allen's Furniture and Carpet House, Los Angeles, Cal.

**MAYBE YOU ARE MARRIED**, and are busy furnishing your little home. Of course, the question of furniture and carpets must be decided; and starting wrong here is like putting up a building on a weak foundation. Let us help to choose right—let us help to make sunshine in your home. See the handsome couches we are offering at great bargain-figures in our south show-window. Pillow-sham holders this week, 18c. The Lee Brothers Furniture Co., Bridgeport, Conn.

**OUR CARPETS** are meeting with a ready sale, but we want to sell more of them. We have every grade, from the modest ingrain to the elaborately patterned Wilton. If money-saving is an object to you, this is the place to come to buy. Trade Palace, dry goods and carpets, San Jose, Cal.

## DAIRY

**IF YOU WANT MILK**, send a postal to the Up-to-Date Dairy, Redding, Cal., and the milkman will call on you. The purest milk at lowest prices. Redding, Cal.

**YOUR FIRST FOOD** was milk. It should always be your purest food. You know what doctors say about it. Jersey Milk, Cream, and Butter Co., Oakland, Cal.

## DENTISTS

**BARRELS OF TEETH** are extracted every year by thoughtless dentists. I endeavor to save the tooth when possible—and it's nearly always possible. See me about yours. No charge for consultation. Dr. Weldon, dentist, Sacramento, Cal.

**TEETH NEGLECTED TO-DAY** may mean teeth rejected for filling to-morrow. Procrastination is not only the thief of time, but of health, happiness—especially so in regard to your teeth. Dr. J. H. Ayres, Charlottetown, P. E. I.

Everybody reads

The Press Democrat

Santa Rosa, Cal.



Isn't that the kind of  
a paper to advertise in?

## LOCAL ADVERTISING

A good local paper beats the world as an advertising medium. A hand-bill attracts attention by accident. The newspaper carries your message to an eager waiting audience, goes into the homes, takes a seat in the family circle and talks to every member, besides right to the hundreds of others who pay their money for that kind of entertainment. They love the old family newspaper, and read it with implicit confidence. Nothing equals a good live local newspaper when it comes to reaching the intelligent class of people who are able to buy goods.—*Pilgrim's Progress.*

## OVER-ILLUSTRATION

A writer in *Fame* thinks that for the advertisers' good the big Sunday papers devote too much space to sensational illustrations and too little to literary matter and news. This is n't likely to bother the enterprising advertiser a great deal, for that gentleman is accustomed to making the best of conditions as they exist. He has the remedy in his own hands. He simply goes in for more illustrations himself—makes them more striking and of better quality. He can be depended on to hold his own, even in competition with the frothy imaginations that dominate certain sections of the the forty-page Sunday sheets.

## TRUTHFUL ADVERTISING

Advertisements represent goods. The more accurately they represent them, the better advertisements they are. Advertising which misrepresents, either by exaggeration or by inadequacy, is bad advertising.

The nearer an advertisement can get to the plain, naked truth, the more likely it is to be profitable. Newspaper men understand that unreliability in the matter of news is worse than no news at all. Advertisers are learning the same lesson. They have been long in learning it, and the tuition has been very expensive.—*Exchange.*

THE VALUE of an advertisement depends altogether on the number of people who read it and how they are impressed by it. If the impression is good, it is favorable for the business; if otherwise, the sales will be diminished rather than increased. Every day we see costly errors made in advertising; errors for which there seems to be no excuse, taking into account that the men who make them have devoted their whole lives and much money to the study of advertising. A small, beautiful picture, gotten up in fine detail, is well enough for the magazines, but is out of place on the billboards.

NO MATTER how well arranged a store may be or how thoroughly organized in regard to business details, if the advertising is neglected or done in a haphazard way, business results must suffer accordingly. A great deal of advertising fails of results aimed at for the reason that the ad writer is crowded with too many other responsibilities to give that branch of his work careful thought and serious consideration.—*Dry Goods Economist.*

THERE ARE still many inaccuracies in advertisements. There is still much exaggeration. The frequent use of superlatives is a matter of habit, and it will take some time to get out of it. Each of a half a dozen stores in one town claims to be "the best and cheapest." This is preposterous on the face of it.—*Exchange.*

NO ADVERTISEMENT writer can do intelligent work without the intelligent co-operation of his client. With this co-operation he can work for anybody, any place, and touch on local conditions just as well, or perhaps a little bit better, than the man who is on the ground.—*Bates.*

The window is a convenient and profitable advertising medium for every storekeeper, and the window trimmers are among the most valuable of the store's employees. *The Harman Journal of Window Dressing*, Chicago, is a publication devoted to this class of advertising, showing in each issue examples of the best displays, with instructions for their customers.

## Oakland Tribune

"Best paper in Oakland."—*Printers' Ink.*

Oldest and Best  
Paper in Alameda

## The Daily Encinal

G. F. WEEKS, Editor

**GUPTILL** DESIGNER-ENGRAVER  
**CUTS** FOR CATALOGUES' ADVERTISEMENTS AND ALL TRADE PURPOSES++  
22 1/2 GEARY STREET. **SAN FRANCISCO**

PHILLIPS  
BROTHERS

Phone Main 164  
505 Clay Street

## BOOKBINDERS

Paper Rulers and Blank  
Book Manufacturers **SAN FRANCISCO**

**PATRICK & CO.**  
**RUBBER STAMPS**  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

**Allen's  
Press  
Clipping  
Bureau**

Dealers in all kinds of

## Newspaper Information

Advance reports on  
all contract work

Main Office 510 Montgomery Street  
**SAN FRANCISCO**

We post bills in  
150 Pacific Coast  
towns

OWENS & VARNEY  
The Advertisers

Market and Tenth Sts., San Francisco

Specially authorized Agents Pacific Bill-Posters' Association

TELEPHONE NO 95

(COMMERCIAL BANK & INSURANCE WORK  
A SPECIALTY

*FALLOWAY*  
*Lithographing Co.*

DESIGNERS ENGRAVERS  
LABEL & COLOR PRINTERS

418 422 COMMERCIAL ST  
SAN FRANCISCO

E. L. HEUTER, President

LINCOLN H. LEWARS, Manager



'Phone Main 1319

413 Commercial Street, S. F.

❖ ❖ ❖ FINE LITHOGRAPHIC AND PRINTING INKS ❖ ❖ ❖

THE MODERN HIGH ART ILLUSTRATORS  
OF THE  
PACIFIC COAST.



GUTH

FOR CATALOGUES  
BOOKS, SOUVENIRS  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

PHONE MAIN 5303

*Union* PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL

Fall is the most  
beautiful season at  
Aetna Springs

City Office, 1405 Call Building

Telephone Main 5589

# The Ad Book

SEND ME   
ONE DOLLAR

Together with:

Any advertising proposition you want  
an opinion on; or

Any booklet, circular, catalogue, or other  
printed advertisement; or

Any proposed plan, method, or medium  
of advertising; and

I will tell you what I think of it, from  
the standpoint of experience; why it is good  
or bad, and how it may be made better.

I will include, also, a year's subscription  
to the AD BOOK.



FRED'K VAIL OWEN, CALL BUILDING, SAN FRANCISCO

SUBSCRIPTION PRICE, \$1.00 A YEAR

The **Harman Journal** of  
**Window Dressing**

Sixth year of publication. Illustrated descriptive displays  
pertaining to all lines of trade. Send 25c for trial copy.

**Journal of Window Dressing**  
125 South Clark St. CHICAGO

# Trails of Tamalpias

A. H. Sanborn and P. C. Knapp, Civil Engineers,  
have made a Map of Marin County, from Sausalito to Bear Valley, and from the Coast Inland to Point Reyes Station, Nicasio, and San Rafael.

It shows wagon roads, railroads, streams, elevations, and all practical trails.

Invaluable to tourists, trampers, bicyclists, anglers, hunters, and residents.

Lithographed in three colors. Pocket form, leatherette covers, price, 50 cents. Mounted for the wall, \$1.00. Sent prepaid on receipt of price.

## THE AD BOOK

1406 Call Building San Francisco

# SPECIALTIES IN PAPER

As usual we have many  
new specialties

Our Book Papers, deserve  
and Cover Papers special  
mention

Samples and Prices  
on Application

Have you tried  
Beechwood Flats yet?  
They are making friends  
every day.

• • •

## BONESTELL & Co.

401-403 Sansome St.  
500-508 Sacramento St.



# Dry Legs

A Waterproof Legging without  
hooks, buttons or straps. Put  
on or off instantly.

Perfect fitting as your trousers.

Price **\$1.50** a pair.

## CHARLES FISHER

103 POST ST.  
San Francisco.



# The Ad Book

A Monthly Exposition of  
Modern Advertising

Volume III

San Francisco, Cal.

Number 3

Published on the 1st of every month, by the AD BOOK PRESS. Ten cents a copy; one dollar a year, in advance. Subscriptions outside of North America, one dollar and a quarter, to include additional cost of postage. U. S. 2-cent stamps taken in payment for subscriptions.

## ADVERTISING RATES

On cover, \$50 a page; \$25 half-page; \$13 quarter-page. Inside pages, \$25; half-page, \$13; quarter-page, \$7.

Less space, \$2 an inch, single column; 25 per cent additional for specified positions. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Office, 1406 Call Building, Telephone Main 5589.

Edited by FRED'K VAIL OWEN

You want the next number of the AD BOOK. It will contain news for you. Get it and note the department system. If you are in business you can improve it by reading the friend of business men—the AD BOOK.

Adwriting is becoming more and more of a business every year. Already companies have been formed in the East to handle the business on a vast scale. Good adwriters are not too plentiful, however, and one syndicate offers \$2000 a year for the services of a good man.

Owing to the press of other matters the AD BOOK has been greatly delayed in its recent issues, and sincere apologies are offered for its belated appearance. However, the delayed numbers will be rushed out as soon as the printers can put them through the press, and the AD BOOK will not be allowed to fall behind again.

The man who makes a success of merchandizing is he who greets the people at early morn and bids them good night when they lay the paper down to retire. He is the man who everlastingly keeps at the game of ad-

vertising, always has something new to talk about, and does it well. Not necessarily the man who shouts loudest, but very necessarily the one who shouts all the time.

The Munyon Medicine Company did such a wonderful business in Ontario, Canada, by its far-reaching advertising that the Ontario Medical Council had the Munyon medical men disbarred from further practice. The free-advice system killed the practice of the regulars, and advertising was the way it all happened.

This is a life of change. Man wearies of monotony—even in advertisements.—Caveat.

Every man who has ever advertised realizes the significance of these words. The clothier, the grocer, the hardware dealer and even the professional adwriter become at times "thought out"—a condition where the brain is tired and can evolve nothing new in advertising ideas. Then the mind needs food—new thoughts and expressions from all that is best and original in the ad. world. A few lines on the right subject is worth hundreds of dollars to the merchant or ad. man at that moment.

Proprietary medicine men show fewest failures and most successes of any line of business in the country. And the medicine men are the greatest of all advertisers.

And the success won by the medicine advertisements is not due to any extraordinary space used, either, but to striking displays, well-written reading matter, attractive cuts and convincing testimonials. The latter appeal strongly to the sick, or those who imagine themselves in that condition (and many are imaginers), and the continued sight of the medicine ad., month after month, is very apt to impress the well man favorably toward

that particular article. He argues that it must have merit or it could not and would not be advertised so conspicuously and continuously. When out of sorts he can find his symptoms accurately described in that haunting ad., and unless in urgent need of a physician, he will in most cases try the wondrous panacea.

Again, the medicine ad. is kept right under one's nose, owing to the contracts calling for "next to pure reading," which in the smaller papers means adjoining the best news matter. It is there, and cannot be avoided. It greets the reader in a new form every issue of the paper, and says something new every time. This, of course, is in reference only to the higher class of patent medicine advertisements.

The point of an argument is in its convincingness. If a man has something to sell he should show it to be buyable through its merit and reasonableness of price.—Caxton Caveat.

But he might have the goods, merit and reasonableness of price and have the stock left on his hands till doomsday if he overlooked the opportunity to tell the buying public of them. First, the merchant must have the first three requisites named, and then comes the selection of an advertising medium, as important as any or all of the others.

### Letters of Advice

Every month I have numerous inquiries for advice on advertising. The letter I write is well worth the dollar charged. Here is what I recently wrote to two inquirers:

#### *To a Rheumatism Cure*

Your booklet on the \_\_\_\_\_ would be improved by being better printed and having a more attractive cover. You have used a good quality of paper, but the printing is exceedingly poor. The title page is not attractive either in wording, design or execution; there is no pleasant invitation for the reader to look inside and find out what it is about.

The illustration of the \_\_\_\_\_ is clumsy, and has also been damaged; this doesn't do the article justice. Good illustrations or none should be the rule.

The story about the discovery of the cure is not given the prominence and character that it should have. It seems to me it might be worked up into a very interesting statement.

The testimonials are good, but they might be improved by accompanying one or more of them with the picture of the person. Pic-

tures are attractive, and invariably give added interest to any statement made. It is a mistake, too, to set several pages of testimonials in larger type than the balance of the book.

You could with advantage go a little further into the symptoms of the troubles for which you offer a cure. People who are ill like to be told of it, and told all about it; you can interest them in your cure by showing them that you know all about their trouble. Successful medical advertising must convince the sufferer that he is mighty bad off, and needs the remedy at once.

The use of black-faced type throughout the pages of testimonials is a bad feature. It accomplishes nothing, and will have a tendency to cause the reader to skip those pages. It is a curious fact that so many advertisers, by the use of emphasis, defeat the very object of it.

For the purpose you have intended this, and the manner in which you circulate it, it would be profitable to get your booklet up in dainty shape, making it attractive and giving attention to a good many minor details. It would be a good idea to enclose it in an envelope. The distribution being discriminating, and going to people of moderate means, you are justified in the expense that would be necessary to make your booklet really attractive.

Your guarantee is a strong argument; it ought to be put forward with more force, and should be over your name. The absence of the name of manufacturers or proprietors (except in one place, and that not prominent) is a weak point. People like to know who they are dealing with. It is not sufficient that the local agent's name may be included in the list given.

#### *To a Retail Shoe Dealer*

Your matter for circular regarding Laird, Shober & Co's shoes is very good as far as it goes; but it does not seem quite strong enough.

In sending out this circular you have three classes of people to deal with: First, those who never even heard of the firm or its shoes; second, those who have some knowledge of it, but do not know of the superiority which you claim; third, those who, from having worn the shoes, know of them personally.

To the first class your circular will not produce very much of an impression; it rather assumes that they are in the second and third class. To those in the second class your circular will not arouse a great deal of enthusiasm. They will say, "Yes, they are good shoes no doubt." To the third class your circular will serve its purpose of letting them know that you are selling this shoe, and there it stops.

You have an article about which you cannot say too much in an honest manner; since the goods and the manufacturers back up every statement which you can make about the shoes, there seems no reason why you should not go more extensively into the merits of the article.

The people whom you have selected to send these circulars to, being of the better class,

will be best attracted by attractive advertising. The shape you put this circular in will have much to do with its success. There is so much advertising matter sent around that is common in appearance and common in contents that the shrewd person pays little or no attention to it. Distributing has become so common that every house receives advertising matter daily, and the bulk of it gets no attention whatever. People who own their own homes or pay rent of \$40 or over are not to be attracted by a cheap circular.

To present an article of this kind, a small booklet is the most profitable thing.

I think the first two statements in your circular will be questioned. You say, "Comfort in shoes is as essential as purity in food." If your shoes do not give you comfort, you can throw them away and buy a new pair; but if one eats impure food there may not be a remedy. To say that manufacturers frequently overlook the correct principles of shoemaking is to assume that there are certain well-known principles, which if followed by any shoe manufacturer will result in a "perfect-fitting, easy shoe." Would it not be better to say that Laird, Shober & Co. had by diligent study and long experience arrived at the correct principles which are necessary to obtain a perfect fitting and easy wearing shoe?

The absence of prices is a weak point. It is not necessary to have a bargain price in order to make prices interesting, but there is not any advertising of retail lines but what is made more attractive by the use of prices. By omitting prices you leave room for the impression that your prices are really high; and no good can come to you from creating such an impression.

### How One Paper Helps Advertisers

The Kenton (Ohio) News-Republican contains many well-written, well-displayed advertisements, and its pages have a prosperous, healthy look. Mr. Frank B. Wilson, who is responsible for the good work, is a striking example of the man who has made advertising a long study. His efforts tell the story of what continuous, conscientious work in that line can do for patrons and the newspaper.

When he took the advertising department of that paper it had six columns of ads. which had not been changed in two years. He at once had them re-set in a striking style, visited every business house in town as regularly as the sun arose, and talked advertising, advertising, advertising. The merchants began to wake up, they noticed the change of ad., they were pleased. When they didn't change their ads., Wilson did. That pleased them again. They came to think the paper

was their friend, with Wilson at the bottom of it all. He never let them get away from that idea. "There must be something in this thing," they thought, when trade increased, because people had read of new articles for the first time in years and bought them. Mr. Wilson also noted every change made in a business house, and that made friends again for the paper. Now it boasts, thanks to his untiring efforts, of sixteen columns of bright, interesting ads. from 73 out of the 87 business houses in that city.

### How Ladd Does It

Country trade is being reached for by E. H. Ladd, 421 Kearny street. For years Mr. Ladd has used country papers during the hunting season to secure requests for his catalogue. He places a small ad. like the one shown here in papers covering Solano, Humboldt, Del Norte, Merced, San Mateo, Lake, Mendocino and Contra Costa counties, and a

### LADD'S GUN STORE

421 Kearny St., San Francisco



Dealers in **Firearms,**  
**Fishing Tackle,** and  
Sporting Goods of Every Des-

cription. **Highest Cash Prices**  
**Paid for Raw Furs.**

Send for free Illustrated Catalogue.

few other localities. Mr. Ladd says he is a great believer in the efficacy of catalogue advertising, for thereby he is enabled to go into details, give full description of many lines with cuts and prices. By so doing he says (and rightly) out-of-town customers can tell just what an article will look like before ordering.

The advertising is placed by Dake's Advertising Agency, 64-65 Merchants' Exchange.

When advertisers consult with Nath'l C. Fowler they pay at the rate of \$200 per hour for advice, and it's undoubtedly worth it. The shrewd advertiser realizes that the choosing of matter and the placing of advertising is reduced to a science, and that in no other way can money be squandered so easily as in the lottery of advertising.—Imp, Buffalo, N. Y.

The business men of Binghamton, N. Y., have fallen into line and formed what they call the Advertisers' Association. The object of the association is to protect its members from bogus advertising schemes, such as programmes, souvenirs and the like, upon which they have been wasting money.—Publishers' Guide.

# Notices

"Printed importance stuck on the wall."

Half a century ago nearly all the advertisements began with the word "Notice," or were introduced by some similar headline.

As the intelligence of publicity broadened, people learned to advertise what they had for sale, without preamble, and arrived at the bottom of things at the start.

With the beginning of progressive advertising, the term "Notice" found itself generally confined to announcements pure and

used for conventionality's sake, and because the majority of notice writers, not knowing what to say or how to say it, fill up the space with useless headlines.

The thickest mind will not have much difficulty in realizing that any printed announcement, prominently displayed as a notice, is a notice, or it would not be placed where people could notice it; and if it is so understood there does not appear to be any reason for labeling it.

It is as absurd to claim that people will not

## Notice.

On and after June 15, the Danbury train now leaving at 6:15 P. M. will leave at 4:30 P. M., making all stops.

JOHN SMITH. Superintendent.

PLATE No. 1.—The usual form of railroad notice.

simple, principally to placards and sheets displayed in cars, depots, and other much frequented places.

Even at this day, when brevity and exactness are considered essential, there appear in almost every railroad train and in nearly every station, official announcements beginning with the word "Notice."

The thinking reader might think that the unthinking writer prefaced his announcements

## Notice.

Notice is hereby given that the Annual Stockholders' Meeting of the Blank Tool Company, will be held at their office in the City of Blanktown, Ohio, on Wednesday, the 6th day of January, A. D. 1897, at 10 o'clock A. M., to transact any business which may lawfully be done by said Stockholders in general meeting.

L. D. BLANK, President.

PLATE No. 3.—The usual form of legal notice. Perhaps there is no necessity of the notice being read, as almost any form covers the law, but it is obvious that there is no reason why the advantage of advertising should not be given, particularly as it costs nothing extra.

know a notice unless it is marked, as it is to say that folks will not recognize the alphabet unless the word "Alphabet" appears at the top of it. The only excuse for heading an announcement with "Notice" is that the word admits of the largest type and may draw the eye to the announcement.

Far better it would be to print some word

## Danbury Time Change

On and after June 15, the Danbury train now leaving at 6:15 P. M. will leave at 4:30 P. M., making all stops.

JOHN SMITH, Supt.

PLATE No. 2.—Matter in Plate No. 1 re-written and re-set. Heading in Gothic Condensed No. 7. Reading matter in De Vinne. 12-Point Fluer de Lis Border.

with "Notice," because he assumed that if the word "Notice" did not appear no one would understand that the substance of the notice was intended for a notice.

The fact is, expressions of this kind are

## Blank Tool Co.

PLATE No. 4.—If the name of the company is prominently given a certain amount of good advertising results. The legal matter is omitted as it is not necessary to repeat it here. Set in Howland. Single Rule Border.

of meaning or some descriptive term at the head of the announcement.

If the notice refers to the purchase of tickets, why not head it "About Tickets"?

If the notice refers to change of time, it is

## Notice.

Whiting will make first-class photographs at \$1.00 per dozen until January 1st, '98, and will guarantee them to be just as good pictures as you pay 3 to 5 dollars for elsewhere.

PLATE No. 7.—A very unprofitable form of advertising. There is no reason why a regular advertisement should be headed with the term "Notice."

better to head it "Change of Time", and not

place "Notice" in the largest type at the top.

Assuming, for argument's sake, that it may be necessary to use the heading, "Notice", for official announcements, there certainly cannot be any excuse for its appearance in regular heraldings of excursions, entertain-

## Fine Photographs Dollar a Dozen

Whiting knows how to take you, and he guarantees to take you just as you are. He takes you as well for \$1 a dozen as other folks take you for \$3 or \$5 a dozen.

PLATE No. 8.—Matter in Plate No. 7 re-written and re-set. Headings in Ronaldson Condensed. Reading matter in Cushing Monotone.

ments, or in regular business advertisements.

It is better to say "Grand Excursion", or simply "Excursion" or "Ten Hours on the Water", than to give up the best part of the space to a meaningless term like "Notice."

The use of the word "Notice" is nothing but a shadow of the dark ages of advertising, when people who had something to say spoiled that something by superfluous announcement lines and meaningless background.

## AN ANNOUNCEMENT!

**JOHN SMITH**

has purchased the entire stock of  
Dry Goods, from Mr. M. H. Jones,  
and will continue the business at the  
same place—the Mosebeck building.

Good Quality, Low Prices and Square Deal-  
ing should win your trade.

PLATE No. 5.—The usual and unprofitable form of announcement advertising.

Sometimes it is advisable not to use any headings when there is room for the largest reading type, but generally a headline adds to the effectiveness of the notice.

Whenever possible, head the notice with something that means something and refers

## Jones' Dry Goods Are Mine

Everything that M. H. Jones had in  
his store last week is in my store to-day.  
Because I bought at rock-bottom I will  
sell at sub-cellar prices.

**JOHN SMITH.**

PLATE No. 6.—Matter in Plate No. 5 re-written and re-set, in Condensed Title No. 3. 6-Point Florentine Border No. 167.

directly to the substance of the notice.—Fowler's Publicity.

(Copyright, 1897, by Nath'l C. Fowler, Jr.)

### Known by His Ads

There is more—much more—in that than may at first be imagined. As the eye is termed the window of the soul, so the ad. is the reflection of the advertiser. It must be written in the strain which will be understood by the readers—that is, it must be regulated according to the buyer's condition of learning. If it sells worthless goods by describing them in other terms, it reflects the character of the man who is behind it, and the deluded purchaser quickly discovers that he has been swindled. Thereafter he "has it in" for that merchant, and will read the advertisement only with a sniff of contempt, and loses no opportunity to tell of the way he was duped.

A merchant may be smooth-spoken and suave, but at the same time write the most misleading ads. People think him such a pleasant, accommodating man, but wonder that they get an inferior grade of goods at his counters. The answer is easy: He is hiding his real self behind that mask of cordiality, but showing that self to the world in his ad., but the world don't know it.

The Levison Printing Co. is sending out some very striking announcements, calling attention to their new quarters, and incidentally tell a few concise points about their business. The card is not covered with useless matter, and for that reason every word will be carefully read. The announcement is printed on mammoth postals in two colors.

## STREET-CAR ADVERTISING

It must be striking, that street-car card, to attract the attention of the busy thousands who travel thereon day after day. It is a false idea that anything in big type will be sufficient just because it is on the cars. That might do for passengers on a trip of hours—they would be almost forced to read the card, no matter how it appeared. The average street-car passenger is on one block and off the next, and the card that catches his eye and bobs up before him with a forceful reminder later on, must be of a design intended for hasty reading. The most said—and said to command attention—in the fewest words is the golden rule for street-car cards. A catchy design or an unusual sentence cannot escape even the hurried reader. In this connection it might be well to say that most of the cards now running are good, as a rule, in wording, design and color. Some are really gems.

Kohlberg, Strauss & Frohman have four cards in various designs advertising Columbia gloves. Two of the cards are reproduced here. The cards have not the strength of



**Columbia**  
Name on the clasps.

**\$1.00 famous Ladies' Kid Glove \$1.00**

Fitted and guaranteed  
**KOHLBERG, STRAUSS & FROHMAN**  
1220 Market St. 107 Post St.

originality and are not bold enough to answer the purpose for which they were created. When one sees the "Columbia" kid glove card he immediately thinks of the "Centmeri" card, which the "Columbia" is out to rival.

## A One Dollar Wonder

*K.S.F.* **\$1.00 Columbia** glove

Not a dollar glove, but a fine glove for a dollar

1220 Fitted and Guaranteed 107  
Market St. **KOHLBERG, STRAUSS & FROHMAN** Post St.

D. Samuels' Lace House has a poor card. It is remindful of the "JOHN SMITH, at

the same old stand; Dry Goods, Hats, Caps, Boots and Shoes. Low prices," style, once in existence. It is a good advertisement of the

## D. Samuels' Lace House Co.

SUTTER ST. AND GRANT AVE.

*Housekeeping Goods--best quality--lowest prices*

*Sheets and Pillow Cases*

*Table Linens and Napkins*

*Curtains and Portieres*

firm's name, but of nothing else. It tries to tell too much, and tells nothing convincingly. The line devoted to "D. Samuels' Lace House Co." should be devoted to something new—to arrest the attention—and the remainder of the card might be read.

Beer is rather a foamy subject, but it is refreshing. It presents opportunities for a whole chapter of good things in its behalf. The Fredericksburg Bottling Company don't

**Fredericksburg Bottled Beer is the wholesome nourishing product of malt and hops.**

**Quarts, pints and half pints.  
Sold everywhere.**

take a chapter. It has recently placed a new series of four cards, on the "simple wording" style, two of which are here shown. The reading matter almost makes you wish to try the beer at once.

**Doctors would not prescribe  
Fredericksburg Beer if it wasn't  
absolutely pure and nourishing.**

**Your grocer has it—quarts, pints,  
and half pints.**

The new cards of Hirsch & Kaiser, setting forth the merits of kodaks and optical goods, are handsome affairs, and will be reproduced in half-tone with the next Ad Book, in this department.

H. S. Crocker Co., Armand Cailleau, Weinstock, Lubin & Co., have new and attractive cards in the cars. Street-car advertising is on the increase.

## A Blacksmith Up to Date

Editor Ad Book:

Here is a genuine repair shop ad. published in the Clarence (Iowa) Sun, which I think very good. Blacksmiths and wagon repair shop men don't usually advertise. They tell the editors it don't pay. If one does advertise it's generally a little card following the Dentists' and Doctors' cards, something like this:

---

John Smith,  
Blacksmith and General Repair Shop.  
The Best of Material, Bed Rock Prices.  
Main Street.

---

This ad. I enclose emphasizes "Corn Picking." In Iowa "Corn is King." Can you imagine a farmer-picking up this paper and failing to read this ad. clear through? It is bound to set him thinking. Are his wagons all right? Hadn't he better drive into town to-morrow and attend to it? Last year he had to wait for some repair work—the ad. covers that point.

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## Corn Picking

Time will soon be here and farmers will be in a hurry to get their wagons repaired or to get new boxes. Bring in your work at once and be prepared when the time comes. Your work will be done at once and done well. I also make a specialty of

## TANKS, FEED TROUGHS, RACKS.

A general stock of wagon wood material and hardwood lumber always on hand.

PAINT SHOP  **F. W. CROW.**  
IN CONNECTION.

---

He says nothing about cheap prices or the best of workmen. He doesn't say where his shop may be found. It's taken for granted all the farmers around Clarence know where Crow's place is—and they do—and a line reading, "Remember my shop is still five

doors from the Post Office," would be unnecessary.

There are some mighty good local ads. in the country papers now. I wonder if the Ad Book isn't helping ye Country Editor?

D. A. A.



## A Seeker for Information

Pittsburg, Penn., October 14, 1898.

Editors Argonaut: Would it be possible for you to tell me where I can procure a list of the schools, colleges, and academies in and about San Francisco. I know no one there, and being extremely anxious to obtain the information, I take the liberty of writing to you, being a reader of your paper. If you can do me this favor I shall be a thousand times obliged.

Yours very truly, KATE WATKINS.

[Possibly the best way to attain the end desired is to print this communication, and the private schools and academies around San Francisco may possibly send cards to the applicant. We have looked for such a list, as we are always desirous to oblige our subscribers, but we have been unable to find in any California publication announcements of schools and colleges. Apparently they do not advertise.—Eds. Argonaut.]



## In Scattered Advertising

There is more money wasted in scattered advertising than in any other kind of poor advertising. The man who advertises his goods in several mediums of small or doubtful circulation is unwise for these reasons:

He doesn't cover the field.

His advertisements are duplicated. The same person sees the same advertisement in several papers at the same time.

His advertisements cost too much. The rate of each medium may seem small, but their aggregate is large.—Ladies' Home Journal.



## A Good Plan

We may be wrong, but we are inclined to think that it would be more effective to hit a farmer four times with four circulars than to put them all in one envelope and whang him once.—5-A Monthly.



## Personal

J. H. Bunning, advertiser for Tillmann & Bendel, has gone into the general field of advertising, with offices at 607 Adams Building.



Henry W. Newhall, secretary of the Curtis-Newhall Advertising Co., Los Angeles, has returned from a visit to Honolulu.

**COMING EVENTS**

Make it imperative for Chicagoans to seriously consider **Fall Footwear**. All we ask is an inspection of our

**\$3.50 Challenge Shoes**

built for men and women—20 different styles—every shoe a masterpiece—style, quality and comfort always represented in Foreman's shoe creations.

Foreman makes the fashions in shoes—ask dressers.

**Foreman Shoe Co.**

Two Establishments: 140 & 151 State St. N. W. Cor. State and Madison Sts.

**When You're In Town**

put your horse up here. We'll give him a good feed, rub him down, and he'll be like a new animal when you're ready to go home.

**WILSON & SON, 318 K ST.**

**Money Saved is Easily Made**

When you buy Harness, buy it here. I can save you money. All grades of goods.

Buggy Harness, \$10 up; Concord Harness, \$20 up; Chain Harness, \$12 to up; Plow or Farm Harness, \$18 up.

Harness, Saddles, Whips, Robes, Etc.

**D. McKAY, 809 J ST.**

**Fall Millinery Opening**

The Autumn Millinery Opening of '98, Takes Place Here,

**Monday and Tuesday,**

September 19th and 20th.

The Trimmed Hat Show is something masterful! Beautiful models from Paris, London and the East, with more than 2000 of our own exquisite creations—a conquering and magnificent exhibit in which your fancy may run riot.

The Decorations of Palms, Flowers, Follage and Evergreens—Cannon, Muskets, Old Glory and the enchanting Arches of Electric Lights, etc., are all together unusual and extraordinary—new and beyond any previous thought. The crowdless bargains alone—as printed below—are sufficient to reward our rarely beautiful Millinery Parlor.

**Trimmed Hats**—A Royal, Matchless Exhibit—prices range from \$1.00 for a smart, handsome affair, up to a Raphael-like masterpiece. **\$43.00**

**\$1.00** Walking Hat and Crusher's French Fur Felt, All enters the most popular two shapes of the season: Opening Price...

**\$1.25** Dress Shapes, Hats and Short Back Sailors, Fine quality imported French Felt, all colors, worth \$1.25; Opening Price...

**\$1.00** Black Ostrich Plumes and Tips, 3 in a Bunch, the very best black, only 8 to a customer, worth from 75c to \$1.00; Opening Price...

**Black Parrots**, entire! Black Ostrich, 2 in bunch; Curly Feathers, all did large bird, worth 65c; Opening Price...


**50c** Military and Soldier Caps, with Embroidered U. S. A. 19c on top, in all colors; worth 50c; Opening Price...

Music by Prof. Guido Vogel's Orchestra.

**GRAND LEADER**

BROADWAY AND WASHINGTON

You Are Invited—Come, and Bring Your Friends.



Let me do the talking. I have a "tongue" of my own: In my early life I lived only in the shops of the aristocratic shoemaker, and then I was the admired of all who saw me, was worn by all who could afford me; \$14 was my price.

To-day I find myself here, with the same good points that made me famous; and I just overheard a little man say he could sell me for \$5.

I am made to lace or to button; I am made of shiny patent leather or rich enamel; of black calfskin or russet leather.

Now, I am not boastful when I say, no shoe could be handsomer. If you want me, I will wear out my sole in your service.

At home all day; call and see me.

ROGERS, PEET & CO.

**Eat**

Your Sunday dinner at our Restaurant and the next Sunday you will bring your friends with you.

**Busy Bee Restaurant**

West Franklin Street.

**You Can Make**

Your dollars go a long way by carrying them. You can save both time and money by coming to our store when you are thinking about buying a new suit of clothes. Our new fall patterns are arriving every day, and a prettier lot of goods would be hard to find anywhere. Come in any time and let us show you some of these new goods.

**Trumpfeller & Kaufmann,**

The Tailors, N. Main St.

**A Pretty Parlor**

Is what is looked for by your caller. She expects to see it well furnished, and in good taste. You can better now than at any other time meet her expectations for a small amount of money.

We are selling parlor goods at a very low price and then we have such beautiful things for you to select from.

**DAMON'S Furniture Store.**

**Young Men's Suits.**

16 to 19 Year Sizes.

We recently fitted out a grandfather, father and son of one family at the same time. Three generations of custom is an eloquent sermon. Like good wine, it needs no bush.

Our constant aim is to please the boys as well as their parents. Success in that is the corner-stone of our pre-eminence.

**\$8.00 to \$15.00**

**LEOPOLD MORSE & CO.**

## One Million

eight hundred thousand people empty their  
slops into Lake Michigan every day. It is  
little wonder that they prefer to

Drink

# Ahydrex

—purest water

—the kind that's good to drink refreshing,  
brings and maintains health the year  
round. No germs, no contamination,  
double distilled, positively pure and health-  
ful. Doctors commend it. Sixty cents  
bux six gallons, in half gallon sealed  
bottles, enough for a month. Delivery  
prompt.

Write, call or telephone.

THE CONSUMERS COMPANY,

Tel. South 625

Works, 35th, Butler and 36th Sts.

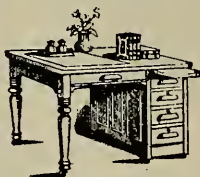
# \$25.00

Clay and Fancy Worsted Suits, made to  
measure for \$25—also elegantly patterned Chev-  
lots and Cashmeres. Will guarantee fit, tail-  
oring and finish to be the best known. You can  
have a single or double-breasted Sack or Cut-  
away style—trimmed as you want it. This  
price is the lowest in the city—quality of wool-  
ens considered.

## E. C. WILHELM

927 Sixteenth St.

## FOR STUDENTS.



## Price \$7.50.

This is our special Student's Flat  
Top Desk of which we have sold al-  
ready over one thousand to students in  
the schools and colleges of New  
England.

It is the greatest bargain ever of-  
fered in this style of desk. This is not  
made of ash but of solid white oak,  
kiln dried and with high polish finish.

It is 42 inches long and 27 inches  
wide. There is a wide centre drawer,  
a sliding table, and a bank of 4 pedo-  
tal drawers, the lower one partitioned  
for large books.

The desk has triple panelled sides  
and panelled back. It is made in our  
finest manner especially for the student  
trade. Separate locks on drawers,  
richly grained top, dust proof finish,  
stout casters.

## Paine Furniture Co.

RUGS, DRAPERIES AND FURNITURE.

48 Canal St.

# \$2.50

Buy a regular \$4.00 Hat—in all the  
latest styles and colors—Come and take  
your pick out of our entire stock for

## \$2.50

## DUVAL HAT CO.

12 Sixteenth Street,

Marquette Street.



### Women's Dress Skirts

Of course these skirts are most  
thoroughly stylish; made of select-  
ed materials; careful workmanship  
in each detail.  
Satisfying garments—no dress;  
suitable to wear with any waist,  
and so easy to select for immediate  
service. Never so handsomely made  
as this season. All made with new  
house, splendid back chevrons.

## \$4.75

"Better ones too."

## TRADE PALACE,

Dry Goods and Carpets.

40-44 SOUTH FIRST STREET.

## Comfort and Good Shoes

Are twin brothers—  
Ever stop to think of it?  
Must have good shoes if  
you want comfortable  
feet. This is our aim—  
to have the most com-  
fortable as well as the  
most stylish and durable  
shoes for the least money

## Zurlinden's

## Shoe House

East Franklin St.

## A Coal Bin

Filled with our coal  
gives the housewife a  
comfortable feeling.

Don't put off getting  
the winter supply until  
the first snow falls.

Better let us have your  
order now. We deliver  
promptly and tidily.

## John. Callam & Co.

South Market Street.

## Fill Your Pantry

with first-class groceries. You don't  
have to go any further than our place either to  
get them. What we don't keep in first-class  
groceries will be difficult to find in any first-class  
grocery house. We are always on the alert to  
keep what the public want.

## I X'L STORE H. SALOMON, PROP'TR

Butte St.

Redding.

Jpp. Craddock's Stable.

Has. your patriotism kept  
you warm enough this jubilee  
week?

Our ideal Overcoats and  
Fall Suits, made as Rogers,  
Peet & Co. only make them,  
are worthy of every patriot's  
attention just now

\$15.00 is our starting point  
on the R., P. & Co. Over-  
coats; in these we have aimed  
to give the maximum style,  
service, and comfort attainable  
for this price.

\$18, \$20, \$23, \$25, \$28, \$30,  
\$32, \$38, \$40, and \$50 for R.,  
P. & Co.'s overcoats of the va-  
rious degrees of luxury and  
elegance, including imported  
fabrics, full silk or satin lined,  
&c., &c., &c.

"Your money back" if you  
want it assures perfect safety  
here and the privilege of see-  
ing first-class, up-to-date coats  
on you without expense or risk,  
ought to attract.

## F. M. ATWOOD.

## BILL - BOARD AND NEWSPAPER

If it pays you, it's good advertising, whether you use the bill board or the newspaper. Both claim both are right—in their field. Pertinent paragraphs for profitable perusal.

### Moody's Experience

D. L. Moody, the evangelist, says that one day while Mr. Sankey and himself were holding meetings in Chicago, they were greatly annoyed on seeing a man engaged in pasting small "dodgers" on the side of the Tabernacle.

Some kind of "pain-killer" was what the "posters" advertised. The following morning he found them everywhere.

"In fact," said Mr. Moody, "I could hardly go a rod without being confronted by that obtrusive and, to me, unnecessary announcement that So-and-So's Pain Killer was the best."

Finally he was "doubled up" (excuse the technicality) with a regular green-apple colic, when, presto! his mind at once turned back to the remedy whose name had stared him in the face in such an unwelcome manner, at a time when its usefulness was not apparent to him.

He sent for a bottle of the stuff, and it cured him.

### What Hartz Says

Manager Hartz of the Euclid Avenue Opera House, Cleveland, O., believes he has demonstrated the superiority of newspaper advertising over all other forms. Last week he decided to abandon all advertising by means of bill-board posters or window hangers and to depend upon the newspapers entirely. The only posters shown were those at the entrance to the theater. The result of the experiment was gratifying. To-night Julia Marlowe began a week's engagement, and the house was sold out, it was said, before the performance began. Mr. Hartz has decided to put up no more posters.—Agricultural Press.

### Dunham Contradicts

In an interview published in "Printers' Ink," F. J. Dunham, manufacturer of Dunham's Cocanut, gives his opinion of bill-board advertising: "We are using bill-boards extensively at present. It is our experience that they have an immediate local effect, much more satisfactory to us than advertising in local papers or street cars."

### The Mirror's Ideas

The Dramatic Mirror imparts the following information: "It is said that Messrs. Nixon and Zimmerman, who control the first-class Philadelphia theaters—with the single exception of the Park—have informed attrac-

tions booked there that they will not use window advertising and lithographs may be dispensed with.

Thus far nothing has been discovered that will awaken interest and arouse enthusiasm more quickly than a good bill-board display. Attractive posters seem to convey a certain amount of information that is just sufficient to arouse a desire to see and hear the rest. They have the same effect as an exciting first chapter of a continued story—we at once want to know how it ends.

One does not receive much inspiration from an advance notice in a newspaper; it tells either too much or not enough, and then busy people have not time to read it. The bill-board catches them at a glance, and its work is complete.

### Newspaper Ideas

Newspapers make a study of the art of advertising. It constitutes the major portion of their receipts. It is to their interest to study it; it is their interest to see that the advertisement does the advertiser good. Newspaper advertising is the one, sure and certain way of getting results from advertising.—Newspaper Maker.

### Still Another View

The point of every advertisement should be to tell the reader why he should buy the article advertised in preference to others for similar use. That is where the newspaper comes in. No power on earth can tell the reader this so clearly, so often and in such a new way as the newspaper.

And yet, there should be no personal rivalry between the bill-board and the newspaper. It is a fact too well known to need further demonstration that each has its own special function to perform in the advertising field. Each tells its story in its own way, and while both are the leading factors in the world of attraction, their fields are so widely different that to say either one would prove sufficient to cover the whole field would be a great deviation from the truth. Neither contains the essence of all that is good and best in advertising. Both are necessary to the advertising world, but each has its peculiarity and works independent of the other. In the near future it is the AD BOOK's intention to give this subject a thorough discussion.

### "Just to Oblige"

The Man About Town, in the Fresno (Cal.) Republican, says:

"I have had newspapers of my own and have had experience with business men who advertise during only a part of the year, and nine times out of ten I found them to have very hazy notions regarding the purpose of advertising. The majority of them look upon it as a 'gamble,' while the rest advertise with you 'just to oblige you.' There is nothing more exasperating, by the way, than to have a man tell you that he advertises with you 'just to oblige you.' In the first place, it reveals a degree of ignorance on his part that is distressing; in the second, it puts you in the position of receiving something without making an adequate return, which is offensive. Then there is the man who thinks it is too dull to advertise, as if advertising could be put to any better use than to counteract the dull times. But, as I said before, these people have not studied the art of advertising. It may be stated as an absolute fact that where a merchant is not receiving reasonable returns from money invested in printers' ink, it is because he does not advertise in the right way. Too much advertising is done in a haphazard, hit-or-miss manner, and it misses oftener than it hits. The first thing for the business man to do is to constantly keep his name before the public; the second is to set forth what he has to sell in such a manner as will attract the attention of the customer. The first requires money, the second, brains; and as they go together the successful advertiser must have both money and brains."

### Masters of the Art

There are no advertisers so fully posted upon the "science of advertising" as the prominent patent medicine men, says the Abilene (Kan.) Chronicle. They fully understand how to do it in all its phases. They know how to place their advertisements in the papers that will do the most good. They can teach the local advertiser many things about advertising which was "never dreamed of in their philosophy." The patent medicine man does not waste any money. He uses it judiciously. When he ceases to make money he ceases to advertise in the paper which he has been patronizing. He's no fool. He believes in keeping his name before the public, but he does this judiciously, as he places his patronage only where his advertising will reach the eye of the public. It is safe for the local advertiser to watch these men who are experienced in the art; they can learn some good lessons.

### A Paper That Hustles

To our advertisers:—We would say, that to make your space earn you the most money, your ad. ought to be changed often: We do not charge for change, but, to the contrary

we like to make it. If you run out of ideas, we've got a few left and they are at your disposal. We may be a little selfish about this, too, as a frequent change makes the paper look fresher. Remember we are always willing to write your ads.—Frontier Gazette, West Stewartstown, N. H.

### Pointed Pickings From the Press

Newspapers as a rule forget to advertise themselves in the rush of attending to other people's business. The following efforts in this line by the Keystone Press, Portsmouth, Ohio, are good, strong and positive:

**Our Work**—The very best work that paper, type and ink can produce is our aim. We are constantly studying new ways of improving our work without adding to the price. We buy the latest and most artistic faces of type as fast as they are brought out by the type foundry, and in every way endeavor to keep our plant thoroughly up to date.

When most people want work, oftentimes it is not ordered until the very last moment; then it is wanted in a hurry. This makes promptness an extremely desirable quality in a printer. Realizing this, we make a special effort to get out all work as quickly as it can possibly be done without sacrificing the quality of the workmanship. When you have printing that you want turned out quickly, call on The Keystone Press.

**Proof Reading**—It is very annoying to have printing come to you with words misspelled, letters turned, or other errors. Even if you have it reprinted, the loss of time is often a serious inconvenience. We take great pains in proof reading, and a mistake is a very rare occurrence.

**Reliability**—A reputation for reliability is one of the best things a printer can possess. It is an easy thing for a printer to use a trifle lighter weight paper, or a little poorer quality than the one figured on. Using poor ink is another way of "economizing" in a printing office. Hiring cheap, incompetent help, who take no pride in their work, is another.

### "How to Sweep"

Is the title of a handsome little booklet which the Grand Rapids Furniture Company is sending out to stir up trade and interest the housewife. It is so well written and illustrated that any housekeeper would read it and think about the advantages of the patent carpet sweeper it talks about, which is more than most such advertisements accomplish. There are just two weak points about the booklet—it fails to quote price, and whether or not the machine can be purchased except from the factory, and that is too far away to attract Coast buyers.

## A CHAPTER OF DEPARTMENTS

Being devoted to a reproduction of the best ideas in advertisements coming to notice this month. Yours to use judiciously.

### Clothing

Ready for the Boys.—While your boy has been playing we've been working—working for him. Results: Ready with everything he can want in clothing and furnishings for fall and winter. The pride of "The London" is its Boys' Department. Our window display is not excelled by any firm on the Pacific Coast. All prices—every purse or taste satisfied. All summer suits greatly reduced. London Clothing Co., Los Angeles, Cal.

A Barking Dog never bites, and all the fizz of advertising is not catching. Great columns of loud talk is the worst form of business, and the newspapers are sharp enough to boom it along. Our way is to use this column as an index to tell where points of interest are. As it is, many good things come and go without a word in the papers, but as far as possible we post you in advance. The response to our announcements proves that they are read. O'Neill's, Philadelphia.

Wilde's own make of elegant new fall overcoats are ready. Surpassing all other makes in workmanship, style, and fit. He must be a first-class merchant tailor who turns out garments equal to ours, and for such as ours he will charge you twice our prices. The swell new striped Herringbone cheviot fall overcoats in grays or browns—silk velvet collars—satin sleeve linings—beautifully tailored, only \$15. Our new fall suits are ready—your inspection invited. James Wilde Jr. & Co., Chicago, Ill.

How About that New Fall Suit?—You know it isn't very long until you will need your new fall suit.—All our new fall goods are here and a more complete and stylish line you never saw before. W. L. Fullerton, Kenton, Ohio.

Business Suits.—Hundreds of business and professional men who formerly had their clothes made to order, now wear Hart, Schaffner & Marx ready-tailored suits and overcoats. Style and appearance same as finest merchant tailoring, fit better than most made-to-measure clothes, cost about half as much. Hart, Schaffner & Marx, Chicago, Ill.

Bring Your Wife to Nicoll's.—She knows good sewing, accurate fitting, durable fabrics and stylish weaves. She knows that others respect you more when you are clothed fittingly. She can appreciate that our \$25 suits are as good as those of others costing twice as much. Remember woman's intuitions and next time try Nicoll the Tailor, Chicago, Ill.

### Furniture

The Real Comfort of the home lies in its furniture. The spirits of any man, no matter how tired and worried he may be, rise fifty per cent when he steps into a neatly and cosily furnished room. Don't think that means a whole lot of money; it doesn't. It's surprising how far a little money will go in a store like ours. Come in and let us show you how to make that room comfortable and cosy at small cost. The Lee Bros. Furniture Co., Hartford, Conn.

Nobody's the Wiser whether you pay cash—or buy what you want on CREDIT. We treat all transactions with our patrons as confidential. We have lots of customers who always pay cash—and lots who always avail themselves of the CREDIT privilege—and lots of others who sometimes pay cash and sometimes take CREDIT. Whatever way suits our patrons best suits us. The price you pay is the same—the qualities you get are the same—the attention we give your purchases is the same—one way as the other. Everything to furnish a house as it should be furnished—that's what we carry in stock. Burns & Co., Harrisburg, Penna.

A Question of Economy.—Can you afford it? The question arises as a natural consequence of every wish of something you do not possess. If your wishes are for furniture, carpets and house furnishings, we will play the part of the good fairy. Your three wishes shall be granted, your dreams of home necessities and luxuries more than realized. Don't hesitate and then try to economize in order to "afford it." It's poor economy that interferes with comfort. Sorgen's Furniture Store, Kenton, O.

### Men's Furnishings

The Carson-Pirie Dollar-Five Fancy-All-Over Shirt.—It is *not* a difficult matter to get up a good "dollar" shirt to sell at \$1.00—but when one undertakes to give the public a regular \$1.50 article at a reduction of 45c. the task is by no means easy. A year ago we originated the \$1.05 price on our white shirts, carrying out the same idea in summer or negligee shirts. Our success in both these lines inspired us to see what could be done this fall in a Custom-Made "Fancy-All-Over" Shirt, with cuffs to match. After keeping at it for weeks we succeeded in having made for us a shirt up to our expectations. Carson, Pirie, Scott & Co., Chicago, Ill.

"Have You Any Shirts like the last ones I bought here?" is a question put to our shirt salesmen a dozen times a day. Business men ask it, professional men ask it, workmen ask it. It is asked by people in all walks of life, and by women fully as often as by men. Why is it? Because the last one was a GOOD shirt. J. B. Silverwood, Los Angeles, Cal.

"Don't you get tired of this business?" asked a customer, yesterday. No, we don't. There's satisfaction in selling good things, in pleasing people, in helping men and boys to proper wearables, in seeing business grow. Meigs & Co., Bridgeport, Conn.

Our Celebrated 50c Neckwear.—Taste and carefulness mark the difference between the commonplace and elegant, and the margin of extra cost is borne by us. We can buy neckwear to sell for half-dollar for much less money than we do, but realizing that the tie is about the first thing that greets your friend's eye we propose to make you our walking advertisement. In our fall display of this neckwear the weaver and silkworm have worked wonders. Tecks, puffs, four-in-hands, clubs or bows all show the designer's careful study. Lazard's, New Orleans, La.

### Fuel

Wasted Material.—When you buy poor coal—coal that is one-quarter full of dirt, you are wasting the three-quarters coal, because it will not give anywhere near its normal amount of heat. When you buy coal, you want to buy coal, not coal and dirt. Our coal is absolutely clean—just as though we had sent our messenger boy into the yard, and he brushed off every piece. James Carrier, Syracuse, N. Y.

When Summer Sun with fiercest glare looks down on fields all parched and bare, we fume and groan and wipe the sweat, and winter's cold almost forget. Nevertheless, winter will come, and with it the need of more coal. Now while coal is cheap is the time to buy. It pays to order the best and consider price and quality carefully. Our coal always gives satisfaction, and the prices asked are the lowest. H. M. Kelley & Co., Harrisburg, Penna.

Good Coal is what everybody wants—We make a specialty of selling good coal, because we don't sell the poor kind at all—And then we save you money on every ton of coal bought of us—It's all good coal—no dirt and slate. John Callam & Co., Kenton, O.

### Pianos

I Know My Pianos.—The Chickering, Weber, Vose, Sterling, Schulz, and invite comparison and prices of other houses. In the selection of a piano, do not be hurried, and don't buy till you are satisfied you have the best piano to be had for the price you

want to pay. My 20 years' experience is at your disposal. J. W. Dayton, Stationer, Eureka, Cal.

What We Have Done For Others in pianos we can do for you. Hundreds of people in Kenton will tell you that the pianos we sell prove exactly as represented, and always give perfect satisfaction—We invite you to come and see our pianos. Tony Zender's Music Store, Kenton, O.

### Groceries

Butter Seeing.—Seeing is believing. Go into any one of our stores and see the Elgin Creamery Butter we are selling, and you will believe what we have been telling you—that it is a genuine, first-class article at a remarkable price—20 cents. The Great Atlantic & Pacific Tea Company, Chicago, Ill.

To Carry Tea in stock that will at all times prove pleasing to our customers is no small task. We have succeeded by thoroughly testing all brands offered and through careful blending have produced a tea which surpasses in strength and fragrance and flavor anything offered at the price. This is our famous mixture. It is entirely free from deleterious substances, being nothing but the true leaf of the tea plant, with no artificial coloring. Parlor Grocery and Market, Seattle, Wash.

Peaches for Canning.—Every lady in Kenton is now interested in peaches for canning—And we can give them just what they want—Think we have better and cheaper peaches than you can find anywhere. Scott & Morrison, Kenton, O.

The Best Cooks everywhere all claim that they can make the daintiest dishes with least amount of trouble, when using our pure foods. Our baking powders, teas, coffees, spices, olive oil, etc., are absolutely pure and fresh, and all our alimentary foods are high grade and of finest quality. The Kessle Boyle Grocery Company, Phoenix, Ariz.

### Death of L. P. Fisher

L. P. Fisher, the veteran Newspaper Advertising Agent, a pioneer of California, 76 years of age, is dead. He was born in Connecticut in 1822, and came in 1849 to California, where for several years he engaged in the mining business. After leaving the mines he entered the newspaper advertising business, and continued in it up to the time of his death.

PHILLIPS  
BROTHERS

Phone Main 164  
505 Clay Street

### BOOKBINDERS

Paper Rulers and Blank  
Book Manufacturers

San Francisco

## Laundry

Our Wagon will call for and deliver your linen if you will tell us when to come after it—All you have to do is to tell us when you want the wagon to get your dirty linen. We know we can please you with our work. Kenton Steam Laundry, Kenton, Ohio.

Our Address is always asked for when the faultless beauty of the linen laundered here is displayed on shirt front, collar or cuff. It is our best recommendation. We are always reliable and prompt, and never fail to give complete satisfaction. Our telephone number is Sunset Main 211, Capital 211. Ring us up, and wagon will start to any part of the city. Mason's Steam Laundry, Sacramento, Cal.

If You Are Content with old-time methods our thoroughly modern laundry will not interest you. If you are particular about who handles your linen and underwear you will patronize a laundry with a reputation. If you want the best laundry work that it is possible to obtain you will come to us. Eureka Laundry Co., Chicago, Ill.



## Paint

Paint Your House.—This is a good time of the year to paint your house, and we have good paint—A Kenton gentleman recently told us that we had the best white lead on the market—and we believe we have—He also said that there was no better varnish in the United States than the kind we sold. Robinson & Spelman, Kenton, Ohio.

Paint is to a building what clothing is to the body. It is just as important. You should take as much care in selecting the paint to clothe your property as you do in selecting the material to clothe your person. Paint preserves the building. Paint gives beauty to the building. In painting the labor costs more than the paint. There will be a large waste if the right paint is not used. The Sherwin-Williams Co., Moline, Ill.

The Houses on Your Block may be nicely painted, and thus render glaring the contrast. What's that? Just had it painted last fall? Yes, but you didn't have US paint it. If you had, it would look about as well now as then. Pure materials. Sullivan-Kelly Co., Sacramento, Cal.



## Confectionery

A Girl With a Sweet Tooth and a fastidious palate can have it catered to with more perfect satisfaction from our choice and delicious confectionery in bon-bons, marshmallows, rich nut candies, chocolates in the most delicious combinations and concoctions. If we can't tickle the palate of the connoisseur in confections, no one in this town can do it. E. H. Williams, Hartford, Conn.

## Shoes

Growlers About Shoes find no fault with our stock. Every pair in the store, kid, goat or calf, will give cent for cent, dollar for dollar value in good, honest wear, and the style and perfect fit may be considered as costing nothing. With such a large assortment to select from, a selection can be made that will prove satisfactory. We have all the popular shapes and shades in tans and russets for men, women and children. H. C. Blaney, Los Angeles, Cal.

Weather Like This is what causes many school children to have terrible colds, or even pneumonia. These things can be avoided, regardless of the weather, if you have the children properly shod. Our line of school shoes cannot be excelled anywhere. We guarantee each and every pair. Ike Kemper, Little Rock, Ark.

When Buying Shoes, Buy Quality!—Shoes sell on their looks to a great extent, and that's why even the cheapest shoes look well. Looks are all right—but it's the quality of shoes that makes the wear and comfort. In our shoe selling we start at the quality question—wear, comfort, ease, strength. Then comes looks—last, but intelligently considered. So if we can satisfy you on looks, you'll know we've been satisfied on quality. Our ladies' shoes at \$3.00 combine good looks with the greatest possible amount of quality. Ellet, Kansas City, Kan.

Keep Your Feet Warm.—Now is the time to put on warmer shoes. You need them, your children need them. We have just received a new line of women's \$3.00 lace shoes that have all the fit and style of \$5.00 goods. Lounsbury & Soule are the makers and we have exclusive sale. Chas. N. Blake & Co., Meriden, Conn.

Barefoot Boys have more fun during the summer than grown people have in a whole year. But when the boy begins school he needs a good, strong shoe—one that is comfortable and will stay with him. Our school shoes are made of the best stock obtainable. They are neat in appearance, strong and durable. Ike Kemper, Little Rock, Ark.

It'll Be Wet Some Day, then you will be mighty sorry that you haven't bought a pair of our WALRUS CALF for fall wear. These shoes are made of waterproof leather and guaranteed. Albert Elkus, Sacramento, Cal.

Dependable Footwear.—Not only dependable when new, but dependable clear on through a reasonable shoe life. Our cast-iron rule of "no paper sole shall enter here" reduces your risk in shoe-buying at this store to the lowest mark. Bentley, Bass & Co., Temple, Texas.

### Druggists

The Price of a Life is sometimes included in a prescription that cost 50c. Maybe fresh drugs would just barely cure, and drugs a little old would prove a trifle too weak. Life sometimes hangs by a hair, and that hair may be the quality of a single drug. Our stock of pure drugs is all new and you take no chances here. Let us fill your prescription. Putnam & Walker, Redding, Cal.

Why Is It?—Had our window full of whisk brooms at 10 cents—haven't sold many. During hard times we sold lots of 10c. brooms. They're just as good as ever—better, we think, than you can get any other place, but are not selling now. Why is it? Perhaps since times are better you want a better one? We have them. Gorgas, the Druggist, Harrisburg, Penna.

On the Point of collapsing from exhaustion in walking the floor nights with a poor, sick, tortured baby—who is suffering from eczema, hives, scaly eruptions, acne or tetter—when if they would come to this store we could relieve them—we have the best remedies for all kinds of skin diseases in both babies and adults and blood purifiers to drive them out of the system—we make a specialty of selling everything at a cut price, and can save you money and time. The Aloe & Penfold Co., Omaha, Neb.

You will be relieved by the first 3 or 4 doses of Kelly's Rheumatic Syrup. Try it if you have rheumatism. We guarantee it. 75c. bottle. Ing & Allee, Sacramento, Cal.

### Hardware

Pay Enough.—Low-priced things are not always cheap. Low prices are sometimes dearly bought. There's such a thing as "extravagant economy"—that means saving on the prices at the cost of the quality. We don't handle a cheap quality of goods—but we do handle the very best goods the market affords, and sell them just as cheap as good, reliable hardware can be sold. Robinson & Spelman, Kenton, Ohio.

Is Marriage a Failure?—Some say Yes, the majority say No. The majority are the ones that have purchased one of our double heating, self-feeding Radiant Home Hard Coal Burners and a Majestic Steel Range, making life during the winter months a continual summer. Thousands of testimonials from economical housewives declare their merits. Itten Bros. & Taege, Cedar Rapids, Iowa.

How About the Stoves!—Are you sure they are in perfect order?—that some of the parts are not broken?—that they don't need a good cleaning? Let us give them a thorough overhauling—fix everything that needs attention—and make them all ready for cold winter weather. In time of peace prepare for war.

Now is the time. If your old stove won't last this winter, better come and see how cheap we can sell you a new one. P. B. Held, Kenton, Ohio.

If you wish to fully enjoy the good time which is coming, let us put into your house a first-class plumbing, heating and cooking apparatus, while the prices are low. Humphreys & Son, Plumbers, Kenton, Ohio.

Keep Warm with our beautiful coal oil heating stoves. No smoke, no smell. Can be used in bedroom, parlor or anywhere. Price \$5.00 each. Togn's Grocery House, San Jose, Cal.

### Oakland Tribune

"Best paper in Oakland."—*Printers' Ink.*

Oldest and Best  
Paper in Alameda

### The Daily Encinal

G. F. WEEKS, Editor

**GOTTILL** DESIGNER-ENGRAVER  
**CUTS** FOR CATALOGUES ADVERTISEMENTS AND ALL TRADE PURPOSES + +  
22½ GEARY STREET. **SAN FRANCISCO**

**50 CENTS ONLY**

will pay for a full year's subscription to "PUBLICITY," the English Advertising Journal, which contains the most interesting and useful information from all parts of the world. Highly spoken of by all the American Advertising Press.

**MORISON'S ADVERTISING AGENCY**

Lowgate, Hull, England

## Hats

\$3.00 invested while you are in Kansas City will buy you a fine fall or winter hat, a hat combining style, durability and general hat excellence. All the latest shapes. Just drop in and ask to see our \$3.00 hat. Clark & Co., The Hatters, Kansas City, Kan.

High Time to Change that Hat—for a new one. You know it—everybody knows it—so why not do it to-day? Here we give you such leaders as Young's and Stetson's to make an easy choice from. If these don't suit, there are others right here that will. Shedd's, Hartford, Conn.

Fashion; Why Should It Change?—Because change is one of nature's laws; if there was no change there would be no motion, and without motion there would be no life. Our new stock of hats just arrived. The largest stock to select from in Northern California. All our hats come direct from the factories. We save you the middleman's profit, which is at least 25 per cent. Goldstein the Hatter, Marysville, Cal.

In the Game.—Keeping "in style" is much like playing the game of "follow your leader." Not doing as the "leader" does puts you out of the game. True especially of hat-style. The "leader" makes the shape and asks the players to pay \$5 per hat for his leadership. We know a better way to stay in the game—buy of us a copy of the "leader's" shape, and pay us \$3. We copy quality as well as shape. Second-best derbys, \$2; specially good for the money—\$1.50. Alpines, too. Meigs & Co., Bridgeport, Conn.

Queer business, this hat buying. What difference does it make to you whose label is in the hat if you get the shape and quality. If you go to a swell hatter, the difference is \$1.50; his \$5 derby here at \$3.50. You know whether the shape is the same; if you think the quality isn't, your money back if you want it. Same insurance policy that goes with our Rogers, Peet & Co. clothes. F. M. Atwood, Chicago, Ill.

## Carpets

Why Do You Hesitate about coming in to see our exquisite new designs and colors in fancy matings and beautiful floor coverings of all kinds. Also furniture of the latest styles and best values to be found for the price. Smith & Twichell, Meriden, Conn.

Muster Out those old carpets which have done duty so long and which are beginning to show the signs of honorable old age. Returning peace is bound to bring good times, so let us show that prosperity as well as charity begins at home. Before the days of the People's Furnishing Company it was a very good policy to wait until the money was saved before investing in home improvements, but with our new credit system we not

only help you to make the improvements but to actually save the money. We told you before of a lot of carpet remnants we had in stock, but since that time we have received a large consignment of the very latest patterns of the most beautifully colored floor coverings for parlor, hall, bedroom, dining-room, study or kitchen. The People's Furnishing Co., Harrisburg, Penna.

In Norway the best rooms of the family house are still carpeted with juniper twigs—our carpets, while soft as the best wool can make them, imitate nature in a beautifully realistic manner—they make the room a garden spot—the many new patterns and colorings in carpets that we are now showing make our store a delightful place to spend a few minutes in—come as often as you like and bring your friends with you. Omaha Carpet Co., Omaha, Neb.

## Dairy

It's Funny people filter water, and yet drink cheap milk freely; that is, some people do; our customers don't. Jersey Milk, Cream and Butter Co., Oakland, Cal.

Pure Milk should mean not merely milk that is free from adulteration, but milk from cows that are properly fed, watered, sheltered from the heat of summer and the storms of winter, rightly cared for and kept in strong and vigorous health. The milk I sell is the right kind of pure milk. A. S. Hall, Petaluma, Cal.

**PATRICK & CO.**  
**RUBBER STAMPS**  
 STENCILS, SEALS, BRANDS, ETC.  
 318 CALIFORNIA ST., SAN FRANCISCO.

IF YOU  
WISH TO **ADVERTISE**  
IN NEWSPAPERS, ANYWHERE, AT  
ANY TIME, CALL ON OR WRITE TO  
**E. C. Dake's Advertising Agency**  
64 and 65 Merchants' Exchange  
 Phone Main 1063 San Francisco

**Special**  
 to  
**Advertisers** CUTS

We have printed a sheet of nearly 200 cuts we have used with excellent effect in our trade journal advertising. Mailed for the asking. If interested, send postal. Advertising Dept., F. MIDDLETON & CO., Philadelphia, Pa.



Exterior view of the greatest advertising company—bill-board, sign and poster—west of New York.  
Corner Market and Tenth Streets, San Francisco.

TELEPHONE NO 95

(COMMERCIAL BANK & INSURANCE WORK  
A SPECIALTY

*Calloway*  
*Lithographing Co.*

DESIGNERS ENGRAVERS  
LABEL & COLOR PRINTERS

418 422 COMMERCIAL ST  
SAN FRANCISCO

E. L. HEUTER, PRESIDENT  
LINCOLN H. LEWARS, MANAGER



Phone Main 1319

413 Commercial Street  
San Francisco

✕ FINE LITHOGRAPHIC AND PRINTING INKS ✕

# THE MODERN HIGH ART ILLUSTRATORS OF THE PACIFIC COAST.



**GUTS** FOR CATALOGUES.  
BOOKS.SOUVENIRS.  
NEWSPAPERS.  
LETTER-HEADS.ETC.  
COLOR WORK  
A SPECIALTY.

*Union* PHOTO-ENGRAVING Co.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

PHONE MAIN 5303

**Allen's  
Press  
Clipping  
Bureau**

Dealers in all kinds of  
**Newspaper Information**  
Advance reports on  
all contract work

Main Office **510** Montgomery Street  
SAN FRANCISCO

**OWEN**  
Makes Engravings  
in the CALL BUILDING  
TEL. MAIN 5589.

**W. F.  
CORNELL  
& CO.**

**Electrotype  
Foundry.**  
518 Sacramento St.  
High Grade Work—Promptness

## Distributing Brings Results

and results are what every advertiser wants. I distribute circulars, booklets, and all kinds of advertising matter in San Francisco, Oakland, Alameda, and Berkeley. Estimates as to cost of covering this territory gladly given. Good work guaranteed.

**Wm. M. Weil**

106 Pine Street, San Francisco  
Telephone Main 678

# The Ad Book

SEND ME    
ONE DOLLAR

Together with:

Any advertising proposition you want  
an opinion on; or

Any booklet, circular, catalogue, or other  
printed advertisement; or

Any proposed plan, method, or medium  
of advertising; and

I will tell you what I think of it, from  
the standpoint of experience; why it is good  
or bad, and how it may be made better.

I will include, also, a year's subscription  
to the Ad Book.



FRED'K VAIL OWEN, CALL BUILDING, SAN FRANCISCO

SUBSCRIPTION PRICE, \$1.00 A YEAR

We are doing more fine  
printing than any other  
shop in San Francisco...  
Wouldn't it pay you to  
ask *Why*.....

THE STANLEY-TAYLOR COMPANY  
*Printers and Publishers*  
424 Sansome Street, San Francisco

Telephone Main 5199

# LOTS OF.. PEOPLE

know good paper and they tell us  
there's none better than our

**BEECHWOOD FLAT  
and RULED PAPERS**

They're seldom equalled, never  
excelled. The price is pleasing,  
too. Try 'em on your next job.

\*\*\*

**BONESTELL & Co.**

401-403 Sansome St.  
500-508 Sacramento St.

**GOPTILL** DESIGNER-  
ENGRAVER  
**CUTS** FOR CATALOGUES' AD-  
VERTISEMENTS AND ALL  
 TRADE PURPOSES ++  
615  
Examiner Bldg. **SAN FRANCISCO**

## Trails of Tamalpias

A. H. Sanborn and P. C. Knapp, Civil Engineers,  
have made a Map of Marin County, from Sausalito  
to Bear Valley, and from the Coast inland to  
Point Reyes Station, Nicasio, and San Rafael.

It shows wagon roads, railroads, streams, ele-  
vations, and all practical trails.

Invaluable to tourists, trampers, bicyclists,  
anglers, hunters, and residents.

Lithographed in three colors. Pocket form,  
leatherette covers, price, 50 cents. Mounted for  
the wall, \$1.00. Sent prepaid on receipt of price.

**THE AD BOOK**

1406 Call Building San Francisco

**50 CENTS  
ONLY**

will pay for a full year's sub-  
scription to "PUBLICITY," the  
English Advertising Journal,  
which contains the most inter-  
esting and useful information  
from all parts of the world.  
Highly spoken of by all the  
American Advertising Press.

**MORISON'S ADVERTISING AGENCY**

Lowgate, Hull, England

## IT COVERS BERKELEY

*All Berkeley reads it.*

*Circulation good—growing daily.*

**ADVERTISERS SAY**

**IT PAYS THEM**

*Have some good space left—yours  
for a reasonable price.*

**WORLD-GAZETTE**

BERKELEY, CAL.



# The Ad Book

A Monthly Exposition of  
Modern Advertising

Volume III

San Francisco, January 1, 1899

Number 4

Published on the 1st of every month, by the AD BOOK PRESS. Ten cents a copy; one dollar a year, in advance. Subscriptions outside of North America, one dollar and a quarter, to include additional cost of postage. U. S. 2-cent stamps taken in payment for subscriptions.

## ADVERTISING RATES

On cover, \$50 a page; \$25 half-page; \$13 quarter-page. Inside pages, \$25; half-page, \$13; quarter-page, \$7. Less space, \$2 an inch, single column; 25 per cent additional for specified positions. Classified, 10 cents a line, nonpareil. No advertising in reading columns.

Publishers are free to use any material herein, provided credit is given to writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Office, 1406 Call Building, Telephone Main 5589.

Edited by FRED'K VAIL OWEN

It is a noticeable fact that for short ads the country papers show more and better work than the city dailies. The best short ads (from two to eight inches) which come to this office are from the interior, in many cases from the little, but hustling weeklies.

Mr. Newspaper Man, the AD BOOK is interested in your work, and tries to help you each month by showing some of the best work of contemporaries far and near. You, too, have ideas. Let us know some of your thoughts on the questions which perplex every paper—advertising and kindred issues.

The AD BOOK is pleased at all times to receive specimens of advertising and opinions concerning any advertisement or piece of work in the printers' line you may meet. Have you any ads which you think particularly good? Let the AD BOOK have them for reproduction. No need to keep the rest of the world from knowing what you can do, or what you have found.

The San Francisco Report has changed hands, and will be given an impetus which it has long been in need of. E. W. Scripps and Paul H. Blades are the purchasers, in the interest of the Scripps-McRae league. Under the new management Mr. Scripps becomes President and Mr. Blades Vice-President and General Manager. The local and editorial staff will be increased to meet the demands of the times.

"I have often wondered why more advertisers do not appeal to the sense of smell," says an advertising man. As one thinks of the matter it presents itself stronger and stronger. The looks of a place are factors in its upbuilding or downfall to a greater extent than possibly may be imagined. Any business house which looks dim and dingy and has the appearance of a stable more than of a place where you are asked to come and spend your money for groceries, dry goods or a meal would at once cause you to turn away with distrust and a feeling that the proprietors had tried to impose on you. A clean, well-kept exterior is just as essential to trade as a pleasant interior and a well-selected stock. Strangers, especially, are always suspicious. They judge by the street appearance what the inside is likely to be. A tasty front and a sweet odor from within will attract every time. Imagine a restaurant with an artistic name in gold on the window with a blackened front and an odor that reminded one of the mysteries of a swill barrel! A hungry man wouldn't rush in there—no, in fact, he'd turn and go elsewhere, and he'd tell his friends to keep away from that place. A restaurant had a man out in this city recently with a big banner extolling the place. It promised to treat customers so well that they would be sure to come back again. The banner was dirty and greasy, the man was likewise, and smoked a dirty pipe as he shambled along. The sight of the man and the sign would be enough to keep people away from that restaurant—one would be sure to be connected with the other in diners' minds.

Later still, a local tailor had three banner men out parading Market street. Had the writer not known that tailor to be a first-class merchant he would at once have concluded him a "cheap John" man conducting a dingy little hole-in-the-wall on some by street. What must strangers have thought?

"The landlord who is going to survive is the one who will run his house better than the average and then let the public know about it through the medium of skillfully-contrived and skillfully-placed advertisements. When he succeeds in luring the public into his hotel he must fulfill the promises made in his advertisements to the letter. The simple announcement of the name and location of

his hotel won't induce folks to tumble over each other in their efforts to get in. He's got to give them some reason for coming."—National Advertiser.

That strikes the nail right on the head. Hotels, as a rule, are something like doctors—cannot see how they can do more than keep their card before the public gaze, and generally in an obscure part of the paper, too. That is a mistaken idea. The hotel that has something good to tell about should not keep the public in ignorance of that fact.

What may be accomplished in this way by a small advertising effort, is illustrated by the experience of the Ramona, a San Francisco rooming-house. Small advertisements were inserted in country papers, which brought immediate business; and brought so much that became permanent, the advertising was discontinued for lack of accommodations. "So many Stockton people stop here," say the Ramona people, "that they call this Stockton headquarters. We find our patrons are now quite sufficient advertising, as we seldom lose them, and every one we have brings others sooner or later."

There are hotels and rooming-houses in San Francisco suffering for want of business. Why don't they advertise?

Probably at no time have San Francisco business houses taken so much interest in advertising themselves in the interior as at present. They have come to realize that there is a vast field, including the whole Pacific Coast, which will yield returns according to the efforts put forth to render it fertile.

Among the recent San Francisco firms to place advertisements in the interior are Wichman, Lutgen & Co., Levi Strauss, and the M. J. Brandenstein Co. While the latter two firms have made use of outside mediums for years, they are now taking up the proposition on a wider plan than ever.

## Guaranteed

FIT
FINISH
MATERIAL

GUARANTEED MEANS:—Your Money returned if the article is not as represented.

Our Copper Riveted Overalls and Spring Bottom Pants are perfect in every respect and are guaranteed. For sale everywhere.

### LEVI STRAUSS & CO.

SAN FRANCISCO

Reduced from 3-inch double column.

The Strauss plates are different from the style formerly used by that house, and are somewhat striking in appearance. Strauss ads will cover the entire territory west of the Missouri River.

Wichman, Lutgen & Co. use this plate in pushing their whiskey throughout California.

This is something in the nature of an experiment with them, and should it prove satisfactory they will increase their field. It is something of a coincidence that "Gilt Edge" should be used to designate a San Francisco whiskey and a Sacramento beer.

## Gilt Edge

An ideal Whiskey for the home and the physician. All grocers and saloons have it.

WICHMAN LUTGEN & CO.  
Sole Prop's San Francisco.

The plates used by M. J. Brandenstein Co. are as dainty and interesting as any put out by any house anywhere. Here is one of a series which goes to Canada:

## Kaisow Congov

The favorite tea of dainty folks—the best that comes to Canada—sold only in 5 and 10 pound boxes.

Look on the box you buy for

# MM



Dake's advertising agency is placing the work for these firms.

The W. Bingham Co., of Cleveland, Ohio, has two good pieces of advertising out. One tells all about the chafing-dish, and tells it well. The illustrations are neat, and the printing excellent.

The other, a folder, tells why the Disston saws are better than others. The two inside pages give an interesting history of the great saw plant.

## DOESN'T LIKE CIRCUS ADS

Roos Bros. might as well save all the money they pay for space to picture and tell about the different animals. They would sell just as many boys' suits. A boy generally has little to say about where his suits shall be bought, and cares less. Boys generally are not so fond of learning as to try to increase their knowledge of animals by studying the pictures and the accompanying facts. I know of but one little boy in all San Francisco who

Headquarters for boys' clothes  
Watch for the animals and prices



**Elephants**  
are the largest land animals now existing. The weight of a large elephant is about five tons. They are more sure-footed than either horses or mules. Elephants' lives sometimes extend to nearly 200 years.

**Boys' suits**  
marked down to bring you here.

Special sale to-day, Saturday and Monday.

**A Boys' suit**  
blue cheviot, all wool.

coat	pants	made to our order
heavy for winter	short	especially strong
square cut	not lined	of good serviceable
double breasted	side pockets	cheviot to sell at \$3
three buttons	hip pocket	worth it
farmers' satin lining	for waist	won't fade
three pockets outside	or suspenders	ought not to tear
two pockets inside	double knee	look well
for boys 9 to 16 years	double seat	feel warm
	same suits refer style sailor collar braided not	
	double knee for boys 6 to 10 years	

**\$3.75**

For men we have the fashionable clothes of Brokaw Bros and Rogers Peet & Co of New York as well as those made by Hart Schaffner and Marx of Chicago. The latter are now advertised in the magazines.

**ROOS BROS**  
25-27-29-31-33-35-37 Kearny Cor. Post.

would do this—he would do it with the earnestness of a philosopher—and that little boy's papa writes the Roos Bros.' ads.

I understand the ads sell suits. I am not surprised—would be if they didn't. The ads are good—the ads, understand,—not the circus. They tell you of good suits for boys, why they are good and what they cost. There can be no better advertising than that. Besides, the prices, coupled with Roos Bros., would sell the suits.

Not long ago, an ad of the Wonder millinery store appeared something to this effect: "Now that the season is well advanced, we can advise you intelligently what the styles are." (I may not have it exactly, I haven't it before me.)

In other words, I suppose the "Wonder" sits and waits till some other fellow comes out with a new line and proclaims the season's styles, then they "intelligently" tell their customers (who probably wait meantime) what the styles are.

Styles in millinery are made ahead of time, "like fruit cake and calendars," and the wide-awake merchant hies himself to the fountain head, selects his stock before it's cold from the factory, and is home, ready for an "opening," at the first budding of the season.

If what the "Wonder" says is so, it had better been left untold.

Another "Wonder" millinery ad recently announced, "The materials used and the good taste of the trimmer have much to do with the making of a stylish hat." Pray, what else has a finger in the pie at all?

For about three years to my certain knowledge, the ad of Goldberg, Bowen & Co., "Special Saving Sale," has greeted us from the back page of Monday morning's papers. Now, that's what I call "keeping everlastingly at it."

J. FRANK MULLEN.

[Roos Bros. have given up the natural history plan, and now devote the whole space to clothing news. Ed.]

## PERSEVERANCE DOES IT

Are you a dealer pining for want of opportunity?

Remember the drummer; awake. Bestir yourself. Push your business. Advertise. Hustle. Plan. Work. Build up a trade, acquire riches, become influential and drink of the sweet draught of power and fame.

Are you a clerk wasting your time and talents, because you have no opportunities?

Fie, fie, man! If so, I say, remember the drummer.

Change your life. Come early. Keep the store neat as a polished pin. Dress well. Learn to talk tactfully. Acquire the gem of constant politeness. Work every moment. Go home late. Build up the business of your employer. Become his partner. Make him and yourself rich. Go to Congress. Occupy the Presidential chair, and help your country to its glorious destiny.—Ex.

## THE KIND THAT PAYS

Profitable advertising has been found to be a reasonable percentage of expenditure steadily made in the best medium or mediums the appropriation will secure. The small ad run steadily with proper changes will eventually bring in more profit than the big occasional display. Reach the eyes of all the people you can all the time. If you advertise extensively employ a bright, reliable adwriter. Steer clear of the fakir in all things, advertising especially.—Trade Register.

## Some Criticism

Here is a drug-store's ad, making a run on headache and neuralgia powders. The heading should be made to stand out in relief. A headache sufferer would be more likely to notice it, and if he were free from the racking pain then would be sure to remember it and look it up when next attacked.

HEADACHE,  
NEURALGIA AND  
KINDRED AFFECTION,

Use

*HAMMIT'S HEADACHE POWDER*

For Relief.

For Sale by the

Pioneer Drug Store

316 GEORGIA STREET, - - VALLEJO.

Now, here is the ad rewritten, and telling its story at a glance:

### CURE THAT HEADACHE

and neuralgia. Don't let it lay you up for a day or two every week. A harmless, certain relief is found in

**HAMMIT'S  
HEADACHE  
POWDERS.**

We sell them and lots of people tell us how good they are.

**PIONEER DRUG STORE.**

From the wording of the ad Togni's must be a good place to trade. The proprietors would hardly use such a space in such an assertive way if they were not sure of their ground. Togni evidently is well known or he would say more about this business. To a stranger in San Jose the ad would not appeal, because it tells him nothing about Togni's groceries nor their price. To the stranger,

**Togni's  
Grocery,**  
a  
good  
place  
to  
trade.

street and number are also an imperative necessity. Below is offered an improvement in the style.

### What to Eat

Is the question in which you're interested. A first-class grocer carries nearly everything you'll need in that line. New, staple goods, attractively displayed, courteous clerks and pleasing prices keep drawing new trade to us. Been here yet?

**TOGNI'S,**

**Blank St.**

The ad of an oyster-house and lunchroom is the next subject. This is from the Oil City (Pa.) Times:

Whatever may be said of this ad, it is not calculated to attract. The lines are all after the old plan of "everything big and black."

Nobody would stop to give it a second thought, because it designates nothing.

## OYSTER HOUSE

AND

### LUNCH ROOM.

**Edward S. Goss,**

104 SYCAMORE STREET,

Open Day and Night.

Oysters served in all styles.

Finest Lunch Room in the City.

The ad as it might appear:

## When You Eat Oysters

your first thought is a clean, cosy place and the best of attention. We have the place and service. There's not a neater and quieter house than ours, and the oysters we serve are pronounced the finest in the city.

Open day and night.  
Get your lunch here.

GOSS,  
104 Sycamore St.

**\$10**

## For the Heaviest Beet

For the largest and heaviest CUTLER'S CHAMPION BEET grown from seed bought of me to the amount of \$1.00 in '98-'99 delivered to me, charges prepaid, I will pay \$10.—contest to close October 16th, 1899—Flesh is deep-colored red, of very fine texture and quality—produces a yield of over sixty tons to the acre—supply of seed is limited, so get your order in early—Price, 50c. a pound by freight—60c. a pound by mail—postage paid—

CUTLER, the seedler  
239 First Street

Eureka

### GOOD ADS, GOOD ADVERTISE

"Cutler, the plow man," and "Cutler, the seed man," of Eureka, Cal., is the same man, and he writes some mighty good advertisements of his business. His headings are strong, to the point, and his reading matter is right up to his headings. Mr. Cutler is a business man who believes to the utmost in advertising. Here is one of his ads, which has, no doubt, brought him a lot of business:

A Santa Cruz druggist runs this card:

## J. H. HORSNYDER, The Druggist,

152 Pacific Avenue.

To be sure it is concise enough, but it don't do justice to the drug store. It don't particularize Mr. Horsnyder's store as different from any other. A druggist should see that his ad contained more than the mention that he was in business. He should tell the public every week of something new—he has such an enormous stock to tell about.

In a helpful way Mr. Horsnyder's ad is herewith given in a different style, taking up only the matter of prescriptions:

## Bring It Here

152 Pacific Ave.

That prescription—and you won't need to worry over it. You want pure drugs in it and a guarantee that it will be perfectly compounded. That's where we come in. Only the purest is good enough for your prescriptions here.

The druggist that pleases.

HORSNYDER

This ad is reproduced for a purpose different from the others. While the "spiteful re-

## Not a Carpetbagger,

Although there are spiteful reports put in circulation to make the public believe I have only located here temporarily. I have been in the drug business in California for twenty years, and have come to Stockton to stay. Visit my store and see if there is not every evidence of stability and permanency.

**H. F. PRIEN,**  
THE NEW DRUG MAN,  
210 East Main St., Stockton.

ports" no doubt cause Mr. Prien considerable harrowed feelings, yet such things are better when not told to the public. Many would never have known that Mr. Prien had been slandered had he not taken the matter up. Such are the peculiarities of human nature that some, after reading the above ad, might be tempted to become suspicious, and a suspicious person is a poor customer. An ad is not the place for a display of personal feeling, even though it be as just as Mr. Prien's. A personal local reader—or, better still, silence—would have served the purpose, and the ad were better as a pure business statement.

#### WHAT PEOPLE SAY

We pay your car fare. Bring this advertisement when you come, and if your purchase is \$1.00 or over we will allow you 10 cents for car fare.—H. Wolf & Bro., S. F.

If there is a defect in some of your goods, advertise it, and drop the prices in that part of your stock. Candor makes more friends than concealment.—Publicity, Hull, Eng.

Our only competitors in excellence and fashion are the best merchant tailors. We give you all they can give, and ask but half their price—very often even less than half.—The Emporium, S. F.

A party of Stanford professors going into Yosemite came here to buy supplies, and remarked that they could buy cheaper elsewhere, but did not like the insecurity. That illustrates the value of a good name.—Goldberg, Bowen & Co., San Francisco.

If any man orders one of our brackets from us or from any dealer, and is not satisfied with it, or if he don't find it exactly as represented, or if he has any reason for returning it, or if he returns it without any reason, he may have his money back by mail without talk.—Lee S. Smith & Son, Pittsburg, Pa.

Every man has plenty of reasons why people should deal with him; whether he sells clothing, sewer pipe or something else, he has a strong array of convincing arguments. Truth isn't considered by the average advertiser, and that's why the public generally have grown dubious with all advertising. The Kiam store courts the most searching investigation, asks you to bring along the advertisement and point out the part you think exaggerated—compare each description with the garment itself.—Ed Kiam, Houston, Tex.

Our coffee creates enthusiasm among retailers, because of its unusual trade-winning qualities. That kind of coffee is worth getting enthusiastic over. It's so rare. It's rare because the processes necessary to get it in that condition are many and difficult. Our coffee is at the top notch of goodness, because our coffee-roasters are at the top notch of skill; because our green coffee stands as high among the green as ever the roasted coffees do among the roasted. In order to retain our business and sustain our reputation we must maintain the excellence of our coffees. Our processes make coffee a luxury without the luxury price. It's no wonder it sells. Middleton & Co. (Wholesalers.)

## If it is Only Ten Cents

we can help you spend it  
usefully, and you can

**"Get Your Money's  
Worth."**

It will go farther here than  
in most stores.

Thousands of articles just  
worth ten cents—such things  
as you need on the table, in  
the kitchen, on your dresser  
or sewing table.

**Blank's 5c and 10c Store.**

## Choose Your Plumber

as you choose your doctor—for  
effectiveness of work rather than  
for lowness of price. Judge of our  
ability as you judged of his—by  
the work already done.

Many very particular people  
have judged us in this way and  
we have been chosen as their  
plumbers.


**REDDING HARDWARE CO.**

Redding, Cal.

These two ads catch the eye with strong  
headings, and the body matter tells the story,  
short, sharp and effectively.

# Street Car Advertising

Among local advertisers, Hirsch & Kaiser have always had some of the best cards in the cars. Heretofore they have used a series in plain type with short reading, each card telling one thing at a time, and telling it well.



**Holidays are  
Kodak Days**

The long evenings of the Christmas Season are made doubly delightful by taking flash-light pictures of one's friends.  
Picture taking by daylight or flash-light is easy with a Kodak.

**Kodaks \$5.00 to \$35.00.**  
**HIRSCH & KAISER, Opticians.**  
7 Kearny St.


Put a  
Kodak  
in your  
Pocket

With frequent changes, the advertising has been made attractive and interesting. For the holidays they have had a new series, departing from the plain style, and taking up with



**THE ADLAKE CAMERA is**  
suitable for a Christmas Gift. **\$12 AND \$15**  
**HIRSCH & KAISER, 7 Kearny St.**

the pictorial. Three of the cards are shown herewith. The entire series is, perhaps, the best advertising in the cars to-day. In the one where the lady looks at you through



**FOR HOLIDAY GIFTS**

**Pearl Mounted Opera Glasses  
with Achromatic Lenses .**  
... **\$5.50, \$8.50, \$10.00**

**HIRSCH & KAISER**  
**7 Kearny St. Opticians**

opera glasses, a very natural effect is produced by means of a piece of mirror, reflecting through two holes punched in the card, corresponding to the ends of the glasses.

There is a tendency to run to the extremes in imitating the Powers style of primer work, and so many cards of this style are seen that the novelty of this once popular style is rapidly losing its brightness. Much of the

work in this line is decidedly poor and the busy passenger has passed the point where the plain style caught his eye, since he sees

**A steak without OUR MOTHERS  
CATSUP is like soup without salt**  
**The morning meal without 3 H  
BREAKFAST MUSH is like—well  
you start the day wrong**

so much of it. The Howard H. Hogan Company uses two cards after the Powers idea, and by advertising different articles on the same card, largely destroy their usefulness.

**OUR MOTHERS CATSUP is made  
from tomatoes**  
**3 H BREAKFAST MUSH is made  
from wheat**

The Hogan people have missed a good opportunity to make attractive cards for their mush and catsup.

Here is a good idea of what may be accomplished in black and white. The work on the card is neat and the whole is so unlike any other to be seen in the street-car racks that it at once attracts the attention. So many

**Good Coffee for looks means nothing to cooks:  
Just now we are thinking of good Coffee for drinking.**



**HILLS  
BROS. ARABIAN ROAST**

advertisers have taken up the idea of multi-colored cards that one sees so many that their effectiveness is largely lost, unless the cards be unusually striking. The black and white idea is a happy thought and it is so good that Hills Bros. may soon have imitators.

"Progress," a work compiled by M. A. Wineburgh, of the Eastern Advertising Co., New York, is by far the best thing yet seen regarding street-car advertising. Its pages are largely devoted to reproductions of the best street-car cards in color, and the ideas obtained are of a benefit to every street-car advertiser. Many letters are also shown from large advertisers, favoring street-car work.



## Amongst other Things

That Santa Claus has deposited here is the Candy and there won't be a day 'twixt now and Christmas but what will bring its fresh supply.

Here we tell of some of the pure sweets:

Henry Wenz Superior Chocolates and Bon Bons, 60c. a lb. They rival the regular 80c. kind.

Other Chocolate Bon Bons, etc., 40 kinds, 40c. a pound.

At 20c., a line of Chocolates far better than any you've bought elsewhere at that price.

Chocolate Caramels, 25c. lb.  
Nut Caramels, - 25c. lb.  
Vanilla Caramels, 25c. lb.  
Nut Vanilla Caramels, 25c. lb.  
Peanut Taffy, 2 lbs. 25c.  
Better for - 16c. lb.  
Cream Wintergreen, 18c. lb.  
Cream Peppermints, 18c. lb.  
Cream Maple, - 18c. lb.  
Cream Dates, - 20c. lb.  
Cream Walnuts, - 25c. lb.  
Molasses Creams, - 20c. lb.

Feather Molasses Candy, 18c. lb.  
French Mixed, - 30c. lb.  
Butter Scotch, - 25c. lb.  
Assorted Taffy Walnuts, 25c. lb.  
Caramel Creams, - 25c. lb.  
Fig Brilliants, - 15c. lb.  
Fig Buttercups, - 15c. lb.  
Coconut Buttercups, 18c. lb.  
Molasses Mint, - 15c. lb.  
Molasses Peppermint Drops, 15c. lb.  
Tom Thumbs, - 18c. lb.  
Twists, - 18c. lb.  
Broken Candy, 2 lbs., 25c. lb.  
Candy Cuts, - 15c. lb.  
Christmas Mixtures, - 10c. lb.

Cheerful organizations and others wanting large quantities will be given special prices.

Let the Christmas Stockings bulge with Candies from



## ALL WE KNOW

About Furniture—the fruit of years of experience and hard study—is embodied in this magnificent stock of ours. All we know is at your service, too. We haven't any trade secrets. We tell you the exact facts about everything you care to ask about—why it is good; what it is made of, etc. Come and see us.

Parker Brothers.

## STRANGE BARGAINS.

It sounds strange to hear of "Fire Insurance bargains," doesn't it? But this is exactly what we can sell you.

These bargains are not offered because we are "over stocked," or are closing out. They are not shelf worn or finger marked.

They are bargains in the way of quality and not in the way of cheapness.

In other words, we write policies in the world's strongest companies at the same rate you have to pay for policies in weak concerns.

If this isn't a bargain, what is?

DOW & PINKHAM,

85 EXCHANGE STREET.



It's time to be sure about your dress-up clothes now.

Function-season coming on—how's your swallow-tail suit? Tuxedo? Prince Albert?

You need 'em all; and our Rogers, Peet & Co. goods will satisfy you in quality, style, price.

R., P. & Co. Swallow-Tail Suits, \$27 to \$45—tailors get double for no better garments.

R., P. & Co. Tuxedo Suits, \$32—full silk lined.

R., P. & Co. Prince Albert Coat-and-Vests, \$20 to \$35; other makes as low as \$15.

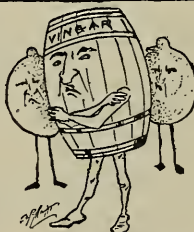
R., P. & Co. Fine Overcoats and Ulsters, to go with these good clothes, \$15 up to \$50. Satisfaction guaranteed.

F. M. ATWOOD,  
N.W. Cor. Madison and Clark-sts.

## REMNANT CHANCES

This is "between seasons" time with us. We are having daily calls from traveling men and we are placing large orders for next Spring's trade. It is desirable, of course, to move goods to make needed room. We have many goods we will sell at much below usual, including many remnants. If you need a carpet, call on us. You may find one at much less than regular prices.

Locke & Lavenston,  
Carpets, Linoleum,  
316, 318, 320 J Street.



## A SOUR DISPOSITION

Is not usually considered a recommendation, but Vinegar, Lemons, and such things, increase in popularity with increased sourness.

Our Table Vinegar at 50 cents per gal. is excellent. It has the tartness of quality, not the sourness of spoiled goods, and its flavor will be found very pleasing. At 40 cents per gallon we have very good Vinegar suitable for pickling and cooking purposes. Possesses great strength.

Sauces, Spices, Flavorings, etc.

P. G. Scadden,



## THE HASTY MAN

Rushes into the first store he sees. He buys the first pair of shoes he tries on and pays the price without a question. The PRUDENT MAN "shops around," asks questions, compares. He buys only when he is sure he has found the store that gives him the best values for his money. That means he buys of us. Here is some rare harknals for prudent people.

Our BULLS HEAD SHOES for men is a rare value. All styles, Lace or Congress, \$2.00

Our SURPRISE SHOE for ladies is another. Lace or Button, Kid Tip Gola Toe, and made of Viet Kid, \$1.50

POLLOCK'S CASH STORE,  
RED BLUFF, REDDING AND YREKA.

Has Your Wife Left You?



YES,

But I know where she has gone. She is up at the

COLUMBIA CAFE

to get one of those Ice Cream Sodas.



Strongest where most tested. Our clothing for boys is in many ways remarkable. Scrutinize the making and the designing carefully, mark all the details of finish—you will find as we have, that they have few equals.

—If any, at our prices—and no superiors. Have you seen our mammoth Top Coats for boys? If not, don't overlook them when in search for Xmas presents. Reefers, too, are most pleasing presents. We've all the late styles in cut or fabric. Suits \$1.50 up to \$10. Reefers \$2.00 to \$10.

Walkers Store

# ALSIMER, \$4



EVERY LEATHER.

in any other at four dollars.  
most others' at five dollars.  
me others' at six dollars.  
"TIS A FEAT TO FIT FEET."

1204-1206 Market St.  
SATURDAY EVENING.

# Friends Will Tell You



HOW becoming the new clothes are when you make your appearance in a M. & B. Ready Tailored Suit or Top Coat and you'll have the inward satisfaction of knowing that you are wearing the best that money can buy.  
The best tailor can't beat the fit, and our prices are almost as low as are asked for the clothes that have nothing to recommend them.

Swell Suits, \$15 to \$35  
Swell Overcoats, \$10 to \$25

BLUETT & CO.

Edge  
in an inferior  
with frayed  
holes. If it  
"rink" it will  
laundry that  
he that does  
lany. We not  
et color and  
a condition  
water.  
ES LAUNDRY  
MARKET ST.



- "A house coat like Papa's, please," \$7 TO \$11.50; OR.
- "A long snugly dressing gown," \$5 TO \$10; OR.
- "A little cane," 50 CENTS TO \$1.75; OR.
- "A real red golf vest, knit," \$4 TO \$8; OR.
- "An umbrella that I can't smash," 35 CENTS; OR.
- "A dress suit case, same as big brother's," \$1.25 TO \$6; OR.

You can get 'em all at  
ROGERS, PEET & CO.



# Every Man His Chair.

Uncle Sam takes a big one. Santa Claus will see to it that he gets it and he will see that you get yours if you just leave your orders here. We are headquarters for everything good in the furniture line for Christmas buyers. We can give you the best, the cheapest and prettiest furniture you can find. Call and give us the opportunity to prove it. We have an especially fine line of ROCKERS, MUSIC CABINETS, PARLOR CABINETS, EASELS, PARLOR and HALL MIRRORS which will give us great pleasure to show you.

JAMES F. MCGOVERN,  
Formerly Jos. Bowman & Co.,  
Nos. 525 and 527 North 9th Street

# Most People

Are anxious to be economical and saving. We all like to get along in the world. We all like to get the most for our money. Those people who buy "Snow White" flour ARE economical and get the most for their money.

# "Snow White"

May be a little higher in price than some inferior brands, but the most cost when compared with cheaper flour, is less.  
Your grocer sells it.  
"We Only Wholesale It"

THE WESTON MILL CO  
Scranton, Carbondale, Olyphant.

# What to give a man?

Who's not one of these Beer Steins or Tobacco Jars? Either one will be appreciated—perhaps because a man is grateful when his comfort is thought of. The Beer Steins are in almost every conceivable shape and pattern—quaint conceits that make happy gifts for the table and sideboard. Most of them are appropriately inscribed with German mottoes and sayings.

Prices start at 60 cents—and go as high as \$9—according to style and size.

The Tobacco Jars are in many kinds of different sorts—and any man who smokes will be glad to get use as a gift. From 25 cents up.

Chas. R. Edmonston,  
11 1205 Pa. Avenue.

# HANDSOME PAPER.



In wall paper there has never been any more handsome line than that which we have selected to supply this season's demand. You cannot grasp the elegance and extent of our stock without an examination. It's like a trip to an art exhibition. If you admire an artistic color, we can supply you, and if you admire art in attractive prices attached, we can suit you.

Mitchell & Son.



Never buy coffee in an open bin, But always that in an air-tight tin: Grind just before using in your own mill, And the T. & T. brand will fill the bill.

COMES

# IN AIR-TIGHT TINS

Don't take NO from your grocer but insist on a trial can. That will bring it

Thomson & Taylor Spice Co.,  
CHICAGO.



# In the Matter Of Cutlery!

Remember, that only in a hardware store, and a good hardware store, at that, can you be sure of obtaining good cutlery

Take Pocket Knives for instance. Every man between the years of 6 and 70, will appreciate one for a Christmas present. We offer you an assortment of 100 patterns, Carvers- Razors and Scissors in great variety

"GOOD GOODS."  
325-327 2d avenue. 207-209 3d street  
Successors to C. W. EATON.

Charles Loring

# Poster Observations

The value of a well written ad is undoubtedly greatly enhanced by the aid of good illustrations, and judging from the appearances of our sign and bill-board, the advertisers thoroughly appreciate this fact.

Posters are displayed to draw the shopper to the advertiser's store, in order that he may have an opportunity to show his wares. Two things that appeal to the purchaser of today are quality and price; to continually quote price undoubtedly educates the buyers, who know what they are expected to pay for a certain article and enter the store with a feeling of confidence in their ability to judge the value.

Large Eastern concerns evidently consider this an excellent field for bill-board advertising, and a large proportion of our best locations have been secured by them. The appearance of Messrs. Runkle Bros.' 8-sheet cocoa posters is noted, and it causes the impression that about all the benefit to be derived from it will go to the advertising firm handling it for them. The illustration is so far fetched that it has no bearing on the subject at all. It is conceded that the people who use cocoa are of the better class, people of some refinement, certainly not those who would sit at a table and drink cocoa out of a bowl so large that the weight of it required them to support their arms on the table. What person of refinement would allow the can (which in the illustration is almost as large as the people) to remain in sight?

Slang phrases—"right in it"—always tend to detract from both the article and the firm. Taking it for granted the curiosity is aroused, where can this brand of cocoa be purchased? What does it cost? Does it only come in the size can as per illustration? Why should anyone drink cocoa, what are its strong points? If it comes in quarter, half, or one-pound cans why don't you say so and give price? If it's sold only in New York, say so, and tell how it can be sent to San Francisco and cost of sending. If it is absolutely pure, easily digested, makes one fat, or thin, tell it. Educate the people. A good tale bears repeating, and if Runkle Bros.' cocoa has any merit, shout it out—don't hide your light under a bushel.

Since cocoa is so easily prepared and so frequently used at five o'clock teas, after the theatre or reception, it would be a good idea to change the illustration now used to that of a pretty lady serving a five o'clock cocoa. Why not?

The three-sheet poster out by the White House, announcing its toy department opening, is another piece of poor advertising. The poster is overcrowded and altogether too small for the amount of matter on it. Returns from poster advertising come directly from people who read as they ride, and unless the wording is sufficiently strong, and short, it is hardly reasonable to expect returns to warrant a second such expenditure. The great

trouble is that most advertisers attempt to say too much in too little space.

Dr. Pierce's Favorite Prescription ad is strong, if only for the reason that humanity in general and women in particular are too prone to dwell upon their little disorders. Simply because Dr. Pierce does frame his ad in the short sentence, "Dr. Pierce's Favorite Prescription cures weak women," he impresses the fact so securely upon women's minds that when they feel tired, languid and out of sorts, they cannot get away from the fact that the seat of their trouble lies in a weakness, and immediately recall the Dr. Pierce ad.

## SIGN SENSE

Painted signs and wall displays are better, as a rule, than any other kind of outdoor display, because of their enduring qualities.

It is said by some that when a painted sign becomes old, people cease to notice it or at least to take interest in it. This is not so, judging from my experience. Of course, people become familiar with it, but so familiar that simply a glance is enough to make them think of the advertised article again. It is said also that people living near a railroad never hear the train as it passes. This may be so, but they know, almost unconsciously, that a train has gone by. The same principle may be applied to the method by which the large outdoor display operates on the minds of the people. The sign is simply a reminder. It forms a mental habit by constantly recalling to the mind the article it advertises. It usually presupposes some previous knowledge of the article, gained from other sources. It is not within its province to give details, but it should give enough details to keep the character as well as the name of the goods before the public.—E. B. Mower, in Advertising Experience.

## CONSIDER IT BLACKMAIL

It has been the custom of the Central Labor Union, of New York, for several years past to issue a Labor Day souvenir. This has been farmed out to the highest bidder, and usually a neat sum was realized for the organization. The successful bidder recouped his expenditure by securing advertisements for the publication, often by means not above criticism. At a late meeting of the Union it was proposed to discontinue the publication in the future and trust to assessments and voluntary contributions to defray expenses. Many members expressed the opinion that as present conducted the scheme was little short of blackmail, and seriously compromised the dignity of labor. In the hands of a majority of contractors, programmes, souvenirs and the like are unquestionably clear swindles, and it is pleasing to know that one of the most powerful labor organizations in the country should take this view of it.—Publishers' Guide.

## FOR YOU TO THINK ABOUT

That is the title of one of the neatest booklets seen in a long time, and The Redding Free Press is responsible for the effort. The booklet is not alone calculated to solely benefit the Free Press, for it calls attention also to the fact that advertisers will reap the benefit of a weekly increase of issue to the extent of 1000 extra copies. There is no attempt at flaring, useless ornaments and display type, but the entire work from cover to cover is neat, well worded and printed, telling its story plainly and concisely.

Here are some of the thoughts from the little book, truly "For you to think about" :

Not a nook of the county, not a voting district or a house, but what will be reached by this splendid journal.

For your purpose, and on this occasion, the Weekly Free Press will reach the people of Shasta County at a time when they are thinking of laying in their winter supplies.

If they consume anything that you have for sale, why not try to induce them to buy from you?

They are as anxious to benefit themselves as you or we are.

You are conducting a business that needs trade from the interior.

If it doesn't need it, the extra trade won't hurt you.

It is not likely that you or your business is known all over Shasta County.

Admitting such is the case, it is surely not known that you carry some special brand or article that perhaps some of the 20,000 inhabitants of Shasta County want to purchase.

Your advertisement in the Weekly Free Press during the campaign will put your name and the name of your store in every house.

The progressive merchant never overlooks his opportunity.

This is your opportunity.

WOULDN'T ADVERTISE THE  
DRUGGIST

Ed. Ad Book:

Recently I read an article in Printers' Ink relating the rise of a druggist who continually advertised, and also helped his business mostly by obtaining a monopoly on certain well-known proprietary remedies for the sake of the free advertising they gave him, each advertisement ending, of course, with "sold at Blank's drug store."

The article recalled to my mind an incident which happened in a certain California town not long ago. The druggist in question likewise had a monopoly on certain remedies, and received a large amount of that same free advertising thereby. He did not even carry a card in his local paper, however. The manager, an unusually independent man for a country paper, grew tired of the free advertisement plan and stopped in the middle of the contract, refusing to run the ads unless the druggist's name came out. The ads were

distributed, and for some months the matter was argued by mail between the manager and the advertising agency. How the matter was finally adjusted I do not know, though the ads have lately appeared again.

M. A. T. T.

## CO-OPERATION IN ADVERTISING

Advertisers must disabuse themselves of the old-time idea that a newspaper can increase the profits of their business without the most hearty and intelligent co-operation on their part. Space, even in a newspaper like The Bee, possessing in a peculiar degree the requisites of quantitative and qualitative circulation, will bring comparatively little return unless intelligently filled by well written ads, frequently changed. Well-written ads will produce little results unless they offer good and timely goods at fair prices, and even then they only attract the possible purchaser to the store. Once there, it rests with the salesman, the goods and the price to make a sale, and the purchaser can be retained as a permanent customer only by good store management, which includes numerous things, such as good goods, reasonable prices, bright store, attractive windows, attentive salesmen, prompt waiting, and fair treatment.

A newspaper, no matter how excellent a medium it may be, may therefore be modest as to the part which it plays in building up the business of the merchant prince. The Bee takes credit to itself, not so much because of its peculiar merit as a medium, but because it has gone farther than any daily paper in the United States to educate its advertisers in the methods necessary to secure for them the full possible returns from a use of good newspaper space. The eight or ten years it has spent in consistent endeavor along these lines is fully repaid by the oft-repeated statement from advertising experts that there is in the United States no town of the size of Sacramento (33,000 population) which does so much or such intelligent advertising; no town where the public so readily respond to good advertising; and no town whose business shows in the various lines such marked results therefrom.—Sacramento Bee.

## HE DOESN'T BELIEVE IN CONTRACTS

"I don't make a specialty of annual contracts," says an Illinois publisher. "I want a man to feel that he can stay in as long as he pleases or go out when he pleases. The fellow that stays in longest shall have the best space. One space in my paper is better than some others. I think when you make an annual contract with a fellow, he is likely to get dissatisfied because he knows he cannot get away from you; but if he knows he is as independent as you are when you go into a store to buy a pair of boots, he is more apt to stay. I want my advertisers to understand that if they don't get dollar for dollar for every inch of advertising they put in my paper, I don't want them around."—Newspaperdom.

## BOOKLETS AND OTHERS

The Emporium of this city issues a neat little booklet to tell about gents' furnishings, giving some interesting information regarding collars and cuffs. It is worth reading.

The Hustler, by the W. D. Boyce Co., Chicago, is well calculated to spread the Boyce papers. It's such a bright little Hustler that one can't stop until the last page is finished.

Publicity, the English advertising "Journal for Business Men," is an interesting publication and should be of great benefit to the English advertiser. It claims to be the only journal of the kind on the island.

"Our Doings," by Lord & Thomas, is replete with recent advertisements prepared and placed by them throughout the advertising world. The book is a credit to the highest style of printing, and the illustrations and ads are works of art.

The Philadelphia Record's almanac for the coming year is at hand, thanks to the thoughtfulness of M. F. Hanson, advertising manager of the Record. The almanac contains a fund of useful information, and the work reflects high credit on the Record.

The most striking, comprehensive and convincing advertisement seen in many a day comes from the Pacific Mutual Debenture Co., of this city. In the shape of a two-color booklet the company tells why its plan is better than any other form of insurance. The booklet should be a business winner.

The American Biscuit Company, of San Francisco, has dropped into rhyme—"Mother Goose Up to Date, With Apologies"—in talking up the merits of the different wares. The folder is neatly printed and not unattractive, but it could be improved. It is generally questioned whether rhyme is a profitable way of advertising. The biscuit company could appeal more directly to particular consumers if it told shortly how its cakes, crackers and biscuits were made, the neatness of its workmen, and how good this or that kind was, and why dyspeptics or epicures preferred a certain sort.

A queer combination of good and bad work is the booklet from Hale's Sacramento store, advertising men's winter and spring suits. The reading is fairly interesting. Hale divides clothing dealers into three classes—"positive," "comparative," and "superlative." The exclusive dealer who counts on one big sale at a time and shoddy goods, is the "positive" degree; the "comparative" is represented by Hale, who offers to sell to "you at a moderate price" the best ready-to-wear clothing, and offers a "money-back" guarantee. The custom tailor is the "superlative," with big gains and losses.

The illustrations are very poor specimens of the engraver's art, being muddy and wretchedly finished.

The best thing yet gotten out by a San Francisco house is "Style," a little work from the Hastings Clothing Co. The wording is right to the point, telling just what should be told. The illustrations are first class, showing the different styles of men's dress for various occasions, while the printing and paper are all that could be desired.

A sample booklet of the new Sterling Deckle Edge paper is at hand, from Bonestell & Co., of this city. The Deckle Edge is one of the handsomest papers on the market, being suitable for book work in imitation of the old styles. It comes in the rough edge, so much in vogue just now, and the enterprising printer can find nothing more suitable. Bonestell & Co. are sole agents.

## NEW BARGAIN COUNTER PLAN

"You can get good milk in New York at 3 cents a quart," said a Health Board officer to a reporter.

"You mean good water."

"No, sir; I mean just what I say,—good milk. Of course, the grocers who sell it do not make anything on it, but it is their form of advertising. Their customers are all very poor. Some of them are so poor that even when they have work, they cannot spend more than 20 cents a day for food. They will go to the grocer who sells them this cheap milk and they will buy of him other things upon which he makes a profit. Sometimes a woman who buys a quart of milk will spend as much as 25 cents for other articles at a clip. You see this is the bargain-counter principle reduced to its lowest terms."—National Advertiser.

IF YOU  
WISH TO

## ADVERTISE

IN NEWSPAPERS ANYWHERE, AT  
ANY TIME, CALL ON OR WRITE TO

### E. C. Dake's Advertising Agency

64 and 65 Merchants' Exchange  
Phone Main 1063      San Francisco

## ACME ENGRAVING CO.

**Wood and**   
**Poster Engraving**

**436**  
**MONTGOMERY ST.**  
**SAN FRANCISCO.**

\$\$\$ **EDW. A. COHEN** \$\$\$

Designer and Maker of

## Artistic Window Cards

**759 MARKET ST.**

Opp. Phelan Bldg.
**S. F.**
'Phone Main 372

# A Chapter of Departments

## DRY GOODS

Every Home is needing some kind of upholstery or drapery goods all the time. When you get a fresh supply of some things you find you are just out of others. We have just received a new line of printed velvets, corduroys, tapestries and derbys in the latest colorings. New line of rope portières. Trade Palace, San Jose, Cal.

We have heard of men losing a good position because late, bad watch; we've heard of firms losing a foothold thro' dissatisfaction, bad goods; we've never seen poor goods or poor store service win in the long run; but we've heard folks say over and over again "Hale's stores are always growing!" Hale's, San Francisco, Cal.

Dress Goods.—If the length of women's gowns could be regulated by the price of materials, and should grow shorter and shorter as the price grows lower, they would have shrunk from court trains in April to tennis skirts in June. The same yardage goes into a skirt to-day, however, as did when we got twice as much for goods as we do now. The shrinkage is in prices, nothing else. Nothing shows it more than the price we make on this lot. The Fair, Montgomery, Ala.

This is flannel weather, and good rattling items from the biggest and best and lowest-priced lot of flannels in the country ought to be mighty interesting to your pocketbook.

The Well Dressed School Girl doesn't grow up a shy, awkward Miss, all arms and legs. She blossoms forth into a graceful, well-poised damsel. Think it over, and you'll see it's the girls who are always neatly and attractively dressed who grow up with the most "style"—the most carriage. Prices like the following make good dressing easy. Siegel-Cooper Co., New York.

## OPTICIANS

Are Your Eyes Mates?—You think so, and possibly they may be, but the chances are against you. The eyes of 75 per cent of the human race differ, and glasses should be fitted accordingly. The old method of fitting over a showcase out of a tray of stock spectacles is now considered dangerous among progressive people. We use a dark room with artificial lights. Examination free. Open evenings. Spott & Jefferson, Little Rock.

The Dull Scholar is often so because of some defect of vision. At the first complaint from a pupil as to headache, or inability to see well, the teacher or parent neglects his or her duty who fails to insist upon an investigation as to the cause. I make no charge for a thorough examination of the eyes. Eye-strain causes much illness among children. All defects of the eyes correctly diagnosed. L. L. Berens, Refracting Optician, New Whatcom.

A Child's Sight is of more importance than all the study and learning in the world. If your son's or daughter's sight is defective have their eyes properly examined. The quality and correctness of the lenses are to be considered rather than the cost. We charge ordinary prices for the best glasses you can get. G. L. Schneider, Ophthalmic Optician, Stockton, Cal.

Astigmatic Troubles.—A majority of the people are troubled with astigmatism. Some are really seriously afflicted; others but slightly. These troubles will not grow better through neglect. If your eyes are but slightly defective it is better to give them attention at once, and assure their improved condition. We will provide the glasses that will make perfect sight possible through imperfect eyes. Reed & Malcolm, Eye Specialists, Portland.

If your eyes burn, ache, or water, something is wrong. It may be a temporary matter, or—it may be a long and serious one. The best thing for you to do is to let us find out for you. We shall make no charge for examination, and it will not cost you anything unless you need the glasses. L. A. Faunce.

Old Sight attacks young and old alike. The symptoms are difficulty in reading fine print and a tendency to hold the book farther off or to want a better light. If you have all or any of these indications of failing sight, you should see me. Bishop, Scientific Optician.

## CROCKERY

"A Great Display well worth seeing," is the general verdict passed upon our crockery exhibit, and you seldom or never find everybody mistaken. China is silver's table twin, and our line of goods presents a crowd of artistic surprises. Here, indeed, it is the unexpected that happens and the unlooked-for that you find and see. Do not keep yourself outside the circle of opportunity, but take advantage of the special complete line you have to select from at prices far below anywhere else. J. K. Prugh, 418 Fourth St., Sioux City, Iowa.

We're Anxious to Show you the very latest things in rugs and carpets. Whether you want to buy or not, come in and see the wide variety of new and desirable carpets we have just received. If you don't intend to buy just now, come prepared to change your mind; some temptations are hard to withstand, especially our Brussels with borders to match at 85c. Trade Palace, San Jose, Cal.

Our Business is carpet selling and laying, and we insist that we know it from A to Z. We have often been complimented on our work in odd-shaped rooms. We have a cutter who is an artist, best values and largest assortment of exclusive patterns, so when you get work from us you know it is right. Locke & Lavenson, Sacramento, Cal.

## DRY GOODS

Evening Clothes are becoming to most men, but so many feel they cannot have them because of prohibitive prices. You never feel just right if you haven't the attire suitable for the hour and the occasion. With us you find every proper fabric, and the execution and finish required to make evening clothes in particular at all possible, and at prices that will suit any income. Your money back if not satisfied. Branches in 11 large cities. Next time try Nicoll the Tailor, Kenton, O.

**Big Quality—Little Profits.**—The Overcoat You Ought to Have—It's here. The price is either \$10, \$12.50, \$15, \$20, \$25, or more if you are extravagant. It is well made in every particular, tastily finished with either a bright or sober lining. The cloth is either the standard kersey in blue, black, brown or gray mixed, or some soft, nice warm material. And the price is two or five dollars less than any other store will sell it for. Some black and lighter colored suits at \$9 that are worth \$12. Double-breasted in the blacks. E. O. Thompson's Sons, Philadelphia.

**\$5.00 Suits at Maher's.**—Ladies—This day we place fifteen suits in our window at \$5 a suit. High-class goods. All this fall's goods, and sold at \$10, \$9, \$9.50, \$8.50, \$7.50. Our price to close is \$5 each suit. Never in your life will you get such a suit for \$5. Do not wait a minute after you read this, but come to our window and order your suit taken out. There are none inside. Remember our price—\$5. Maher & Co.

**Drop In** as you go by our store and see that special line of suits selected from that wholesale stock of ours that we are selling at \$8. They are wonders of their kind. That \$10 kind we spoke of yesterday are about all gone, so to-day we offer this lot of all-wool navy blue, 4-button cutaway sack suits, sizes 34 to 42, for only \$8—regular \$12.50 suits. They are to be seen in our front window. You know the reputation of our clothes—quality, fit, style, trimmings—perfect. Money back if you don't think so. Brown-ing, King & Co.

**Got a Husband?**—Well, what a question. Of course you have, or you would not be reading this ad. What are you going to do to make this Christmas happy? Do you know that lots of men dread the coming of Christmas? Yes, indeed they do. And it's all because they're so often remembered with something they don't want. Don't let anything of that kind mar your husband's Christmas. Here's a store full of things for men, and bought to sell to men, bought for men to wear. Smoking jackets, dressing gowns, office coats, gloves, men's kerchiefs, silk handkerchiefs, silk umbrellas, cuff links, fetching neckwear, dress shirts, night robes, mufflers, silk suspenders, etc. Take a look at our Christmas spread. Keegan Bros., Santa Rosa, Cal.

**Hayden's—An Overcoat Story from Life.**—"We're a committee to find the best value in overcoats for fifteen traveling men," said one of three gentlemen in our clothing department last Saturday morning, Nov. 12th. They went through the stock and picked out an overcoat at \$12.50. "This coat would suit," said one of the committee, "but the other stores offered to allow us 10 per cent off." The salesman answered, "If you will pay us the same price other stores are charging for this grade, we'll allow you 25 per cent." "I guess you are right," laughed the committee. "We'll be back with the other fellows to-night." And about 8 o'clock the fifteen piled in, selected, fitted on, and paid \$12.50 each for these coats. They couldn't touch them at the price anywhere in town, and they understood their business and were bent on finding the best. These \$12.50 overcoats are unusually good values—even here. The reason for the low price is that we bought them late and secured them at about 60c. on the dollar. They're made from selected all-wool Washington kerseys—a rich, warm and dressy fabric—in blue, black and brown—lined and finished inside with Skinner satin yoke—lower half lined with fancy worsted—Skinner's satin sleeve lining—linings and trimmings warranted to wear at least two years—cut in the new lengths and fashionably made. They are comfortable, made to fit and stylish. We have about 200 of them on hand at \$12.50. You never had a better chance to buy a fine coat at a reasonable price. Hayden Bros. Selling the Most Clothing in Omaha.

## GROCERIES

**Good Things to Eat** are the relishes we prepare. Strictly home-made pickles, horseradish, catsup, sauerkraut, Worcestershire sauce, French mustard, vinegar and pickled olives. Everything clean, pure and fresh. Stockton, Cal.

**A Housewife Is Known by the Coffee She Makes.**—Her skill and reputation will be envied if she use only the delicious "T. & T. Coffee." It is the result of scientific blending of the choicest coffee beans, put up **WHOLE** in **SEALED** 2-lb. packages, to be ground daily as used. Therefore, it retains all its aroma and freshness, impossible with loose coffee ground at the store and mixed, as a consequence, with dirt. Epicures call the T. and T. Brand "the finest coffee in the world." ~~See~~ Tell your grocer "T. and T. Coffee or no coffee at all," and he will get it for you if not in stock. Packed exclusively by Thompson & Taylor Spice Co., Chicago, Ill.

**You Can Live Like a King** if you buy your groceries at the I X L Store. We have recently doubled the size of our stock. The assortment is complete, and the goods are all fresh. Buy of us. You will find no choicer variety—no smaller price anywhere. The I X L Store, H. Salomon, Proprietor, Redding.

**Full Weight.**—We have four cardinal principles in our business: Full Weight, Good Goods, Fair Prices, Cleanliness. Maybe the place where you buy isn't as particular on those points as we are. Our customers have a peculiar way of sticking by us, and you would, too, if you tried our goods and our ways. Riebeling, The West Washington St. Grocer, Phoenix, Ariz.

**All by Itself!**—Coffee takes on the flavor of anything with which it comes in contact, and an inferior brand will spoil the aroma of a good one. "T. & T. Coffee" is grown on private plantations in the choicest coffee fields of the world, and is roasted, blended and packed by an improved process in a room "all by itself." Thus its aroma is developed to the fullest extent, and being packed whole in sealed 2-lb. cans to be ground at home as used, none of its delicious flavor is lost from contact with the air, as in the case of loose coffee or that ground at the store. Long experience makes it "The Finest Coffee in the World." ~~See~~ Tell your grocer "T. & T. Coffee or no coffee at all," and he will get it for you if not in stock. Packed exclusively by Thomson & Taylor Spice Co., Chicago, Ill.

**What is Nicer for breakfast** than buckwheat cakes and maple syrup! We have Wright's old-fashioned pure buckwheat, also Log Cabin Maple Syrup in pint and quart bottles, and gallon tins. Call and see it. Wright's Buckwheat is all right. A. Cottrell.

**A Regular Plum Pudding.**—"Plum duff," the sailors say; we got a job lot of it accidentally. The quantity is somewhat limited, but while it lasts our customers get big money's worth at these prices: One-pound can, 10c. (enough for four people); 3 one-pound cans, 25c. American Cash Store, Sacramento.

## TAILORS

**I Make Clothes** that fit and wear. They wear till you wonder when they're going to give out. You'd be surprised (if you've never been here) at the pretty goods I can show you. Nowadays tailor-made clothes cost about the same as "store clothes," and the fit and wear is twice as good. Make you a suit from \$10 up. Stitch, the Tailor.

**We Don't Want you to buy blindly,** simply because we tell you of extraordinary offerings—but use the best knowledge, compare with what is shown elsewhere, and then you will decide that this is the only place to buy your new winter suit or overcoat. We have all of the latest style patterns, and guarantee our low prices to fit your purse. W. L. Fullerton, "The Merchant Tailor," Kenton, O.

**Jot Down This Fact.**—That when you want clothes that will give only the best satisfaction in wear, fit and finish, clothes that will suit not only yourself, but your wife and your friends, clothes that will give you the distinction of being a perfectly dressed man, come to the store which makes a specialty of such clothes. Carl Muller, Leading Tailor, Redwood City.

## BAKERIES

Who Bakes and Handles Your Bread?—Are you particular regarding this? We invite you to call this week Thursday and Friday, afternoons and evenings, at our new baking plant. Woman's Bakery, 1230 Third Avenue South.

The New Bakery.—This institution is first class in every particular, and will keep constantly on hand everything that belongs to a bakery of that character. Improved Modern Methods. Pastry that will tickle the palate of the most fastidious epicure. Fresh bread every morning. The place is two doors south of Brunner's Hardware Store, on State street, Ukiah. Geo. Eff, Prop., Ukiah, Cal.

Bread Is the Staff of Life!—There is a great difference in bread. Some bread is light, sweet and handsome, easily digested and very nutritious, while other bread is sour, heavy and soggy. The same ingredients may be used; it is simply the knowing how and having facilities for making it. Bread-making is a science as well as an art, which we have acquired in our long years of experience—it never varies—can even gauge thickness and color of the crust. You can always get fresh, wholesome bread and cakes at Phoenix Bakery, Phoenix, Ariz.

Weigh Your Bread.—1½ pounds for 5c. Best, cheapest anywhere. Take your choice of the following variety: Home-made, Whole Wheat, Milk Twist, Graham, German Rye, Gluten. This bread is the best and bears our trademark. Log Cabin Bakery, 2311 Santa Clara Ave.

## BOOTS AND SHOES

Rubbers Free at Dolly Bros.—To celebrate our seventh anniversary we will give with every pair of shoes purchased the week commencing Nov. 14, and ending Nov. 19, a pair of rubbers absolutely free to every man, woman and child. The rubbers are the best money can buy, and made to fit the shoes sold. Our shoes are always the best for the money, and prices MARKED IN PLAIN FIGURES. But this is our annual gift to our customers. If you are not a customer you can be one by commencing right now with this great advantage. Dolly Bros., Rock Island, Ill.

Shoes.—Every pair of shoes that we sell was made for The Nebraska direct—made for us as we want them made—made of honest stock and made by honest makers. Every pair of shoes sold by us is sold with the distinct understanding that they are honest shoes. We do not buy any job lots or doubtful stock and run the risk of having you dissatisfied for the sake of a few additional pennies profit. Good shoes are so cheap nowadays that it don't pay to buy or sell poor ones at any price. We offer you this week an excellent winter shoe at one seventy-five. They are of calf, fine grain and box calf—some are leather lined—all with heavy double extension soles, and well put together. We think they are the greatest shoe for the price that ever came out of a shoe factory. We think there isn't a shoe store or a clothing store or a dry goods store that sells the same shoe for less than two fifty—Among them is a lot of regular motorman's shoes, for which some stores ask three dollars—we stand back of each one of them—our well-known guarantee, too, goes with every pair. Nebraska Clothing Co.

Better Listen to Us before you buy your shoes. If you don't somebody may be listening to you when you are telling your hard luck story of how your feet hurt, and how many corns and bunions you are suffering with. You'd better be sure than sorry. We guarantee to fit you. The best maker makes our shoes, and guarantees them to be solid and free from all imperfections, and it costs you no more, maybe even less, to get this sort of shoes here than the other kind somewhere else. We have just received an elegant line of Holiday slippers for ladies and gents, from 40c. per pair to \$2.50. Nothing as nice or useful for a Christmas present. Healey's, Santa Rosa, Cal.

## MEN'S FURNISHINGS

We're All Alone when it comes to introducing new, original and popular fashions for men's wear. There is a gathering in our show window of the newest things in silk mufflers—silk, linen and initial handkerchiefs—walking sticks, suit cases, and umbrellas. They are "right" if Hand & Payne sell them.

Wouldn't Wear It.—Ever buy a present and find HE wouldn't wear it—was out of style, sold you because dealer wanted to get rid of it at any price? We keep the sort of furnishings he'll be only too happy to wear. Anything you want at prices you will be glad to pay. Prices? Low enough to tempt anybody's purse.

A Glove Opportunity for Men.—Not often that real good dollar and a half gloves are sold for an even dollar. That's the case here now. We were fortunate in securing a lot that were sold under the hammer. Somebody's loss is your gain. They are positively the best glove bargain for men ever shown in Scranton—high-grade goods, suitable for driving, street wear, or dress wear. Only a Dollar. Connolly & Wallace, Scranton, Penn.

## STOVES

Orient is the name of the most successful heating stove burning coal oil ever on the market. Handsome in appearance, brilliant in effect, 600-candle power light, powerful enough to warm an 18-foot room; economical, for the oil is perfectly consumed, and perfect combustion means no odor. Price \$7.50. We have other coal oil stoves at lower prices. The John Stock Sons, San Jose, Cal.

And Still They Go.—The colder the weather gets the more stoves we sell—This season we have sold more stoves than we ever before sold in one season—The reason for our big increase is that the people are finding out where they can buy the best stoves for the least money. We also have the best line of tinware in the city. P. B. Held, Stove and Tin Store, Kenton, O.

A Gas Stove Is So Delightfully Convenient.—A scratch of a match, a twirl of the thumb and finger, and there you are with a good fire going merrily. We will put you in a gas stove at actual cost. Then we will furnish you gas cheaper than you can burn wood or coal. We make money by it, of course. But then, so do you. It's a case of mutual pleasure and profit. Stockton Gas and Electric Co.

## JEWELRY

Is It Worth Anything to You?—Square, honest dealing, prompt service, strict attention to your orders, and an earnest desire to satisfy and please you, at any cost. Add to this my very large and complete stock of watches, diamonds, jewelry, sterling silverware, cut glass, decorated china, etc., etc.,—it enables me to offer you inducements worthy of your consideration. J. F. Lindvall, Jeweler.

Sweetheart or Wife.—Christmas is coming. What will you give her? If you don't know already let us help you decide. Too poor, you think? Just the one I'm after. I'll help you save your money. For instance, suppose you give her a ring—a little diamond; she wears it a year, and then you give her something handsomer. Bring me back the little diamond. I allow you just what you paid for it towards a new purchase. Now she has enjoyed the first gift a whole year, and at a small difference in price this year, you will give her joy the next. M. Friedberger & Co., Jewelers and Opticians, Stockton, Cal.

## FLOUR

Hungry Men want good, substantial food. They want good home-made bread. Bread that tastes good and satisfies their hunger. Bread that is light and easily digested. Bread that builds up and strengthens the system ready for the next day's work. "Snow White" Flour makes that kind of bread. Every hungry man's wife ought to use it. Grocers sell it. "We only wholesale it." The Weston Mill Co., Scranton, Penn.

## DENTISTRY

**Tooth Talk.**—Do you wear teeth? Do they fit you? Do they look natural and are comfortable? If they do not, you are not well served. Come in and let us tell you about teeth from the POOREST to the BEST; then go where you will to get them, but go UNDERSTANDINGLY. OUR PRICES ARE RIGHT and worth investigating. Dr. D. F. McGraw, San Jose, Cal.

**You See My Teeth.**—In many mouths. That is, you'll find any number of men and women who have had their new teeth made here. You'll find them well pleased, too. When you need a dentist remember the one who has so many happy patrons. Work up to date. Prices down to please a lean pocket.

## CROCKERY

Our reputation for choice China and glass did not come in a night, neither did it come by chance. For years we have been building up, by a constant study of our patrons' wishes, an immense stock containing an endless variety of choice articles, and by giving good value we have gained the name of Scranton's Leading China Store. If you are in need of a dinner, tea or toilet set, lamp or anything in our line, a visit to our store will convince you of this fact. "Walk in and Look Around." China Hall. Millar & Peck, Scranton, Penn.

## CARPETS

**Carpets That Live Long.**—No one ever saw a carpet that would not wear out sometime, but our carpets have as long a life as the best floor coverings. We have a large assortment of new figures and patterns—every design the pretty creation of a clever artist, and our prices are the very lowest. See our Christmas rugs, too. Stull & Sonniksen, Trade Palace, Dry Goods and Carpets, San Jose, Cal.

## CONFECTIONERY

**Did You Ever Try Alligretti's Chocolates?**—Of course you have. Everybody says they are far superior to any other chocolate made. We have just received a fresh shipment, and sell them at the same price Alligretti does over his own counter, at Baker & Co., Druggists, Colorado Springs, Colo.

**Don't Eat Candy** unless you are sure it's pure. Any other kind is unhealthy. It stands for weeks in the windows, and gets stale and hard. Our candy is made from the purest materials—it can't injure you. Most everybody's eating it. Tried it yet? Come in and see how we make it.

## PRINTING AND NEWSPAPERS

**Tell Him** if he don't read the World-Gazette he knows very little about Berkeley news. If he gets his information from the morning papers it is 24 or 48 hours old, and the best left out. Show him your World-Gazette, and tell him to try it. Berkeley, Cal.

**Printing Is An Art, Not a Trade.**—We refer to "best" printing. The kind of printing we do. The kind of printing business men like to use. Of course, there are some printers who do printing just as they would saw wood—by main strength. But ours are not that kind. They have some taste and discretion. So, if you want satisfactory printing, "take it to Johnston's." Sacramento.

**Printing.**—We have one of the best-equipped printing offices in Southern California, and are prepared to do all kinds of job printing needed by fruit-growers, dairymen, and ranchers, in up-to-date, artistic style. Fruit labels, butter wrappers, cards, etc., printed on short notice and at reasonable prices. The Times Printing and Publishing House, Escondido, Cal.

## OPTICAL

**Just Splendid.**—I doubt whether there is any one little thing on earth that will afford an elderly person so much pleasure as a pair of properly fitted glasses, that will give them GOOD vision after their eyes once begin to fail. Think, look and read, but you will find no present that will please as well. A THOROUGH EXAMINATION before or after presentation. PRICES within reach of everyone. Eyes examined free. H. Roller, Graduate and Exclusive Optician, Stockton, Cal.

**One Eye Up, 'Tother Down.**—Glasses that do not fit properly can do a world of damage to your priceless eyes. If the glasses set as they should, the eyes receive the full benefit of the lenses. The glasses we make fit as intended by the oculist. Goodspeed's, Colorado Springs, Colo.

## CIGARS AND TOBACCO

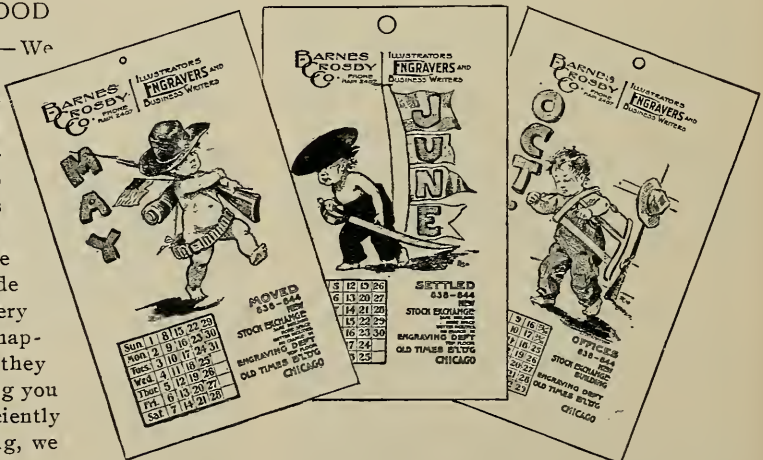
**Does He Smoke?**—If he does, girls, you cannot give him a Christmas present that will be more highly appreciated than a box of the fine cigars sold by G. J. & E. W. Schmidt, Nevada City, Cal.

**If You Smoke.**—Better smoke the best you can get. Smokers all say they get the best right here. The best is none too good for anybody, and don't cost much. What you buy here you can depend on for freshness and quality. Needn't be ashamed to offer any of our cigars to your critical friend. They make good Holiday presents.

## SUFFICIENTLY GOOD

**EDITOR AD BOOK:**—We send you herewith proof and cut of some of a series of calendars that we have been issuing monthly to keep our name and business before our customers. The particular three shown in proof made quite a "hit," being very much apropos of the happenings at the time they were issued. Trusting you will find the idea sufficiently good to be interesting, we are, Very truly,

BARNES-CROSBY Co.



# Place Your .. Advertisement

*before the people when they are  
not busy and are looking for  
diversion—Street Cars   ✨   ✨*

**Owens & Varney**  
The Advertisers

Market and 10th ..

'PHONE 9 SOUTH

## The Harman Journal of Window Dressing

Sixth year of publication. Illustrated descriptive displays  
pertaining to all lines of trade. Send 25c for trial copy.

Journal of Window Dressing

125 South Clark St.

CHICAGO

## Oakland Tribune

"Best paper in Oakland."—*Printers' Ink.*

Special  
to  
Advertisers

# CUTS

We have printed a sheet of nearly 200 cuts we have used  
with excellent effect in our trade journal advertising.  
Mailed for the asking. If interested, send postal. Adver-  
tising Dept., F. MIDDLETON & CO., Philadelphia, Pa.

**PATRICK & CO.**  
RUBBER STAMPS  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

THE MODERN HIGH ART ILLUSTRATORS

OF THE

PACIFIC COAST.



CUTS

FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK,  
A SPECIALTY.

*Union* PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

PHONE MAIN 5303

Allen's  
Press  
Clipping  
Bureau

Dealers in all kinds of  
Newspaper Information

Advance reports on  
all contract work

Main Office 510 Montgomery Street  
SAN FRANCISCO

**OWEN**  
Makes Engravings  
in the CALL BUILDING  
TEL. MAIN 5589.

W. F.  
CORNELL  
& CO.

Electrotype  
Foundry.

518 Sacramento St.

High Grade Work—Promptness

Distributing  
Brings  
Results

and results are what every  
advertiser wants. I distribute  
circulars, booklets, and all  
kinds of advertising matter  
in San Francisco, Oakland,  
Alameda, and Berkeley. Esti-  
mates as to cost of covering  
this territory gladly given.  
Good work guaranteed.

Wm. M. Weil

106 Pine Street, San Francisco  
Telephone Main 678



# The Ad Book

With this number the AD BOOK comes under my sole control.

Had it not been for the kindly co-operation of Mr. Fred'k Vail Owen, the founder of the AD BOOK, Mr. John O. Powers, the business writer, and the generous assistance of Messrs. Owens & Varney, The Advertisers, with whom I have been connected in business for several years, this change could not have been consummated, and to all of these gentlemen I feel under great obligations.

They all, as well as I, however, recognize the fact that the AD BOOK cannot attain its highest possibilities unless it be conducted on broad lines.

The AD BOOK will, therefore, so far as it lies in the power of its new editor, stand for the best interests of advertisers, and for all efforts that make for good advertising, be they newspapers, bill boards, novelties, street-car cards, sign bulletins, circularizing, or store windows.

The aid of all interested in properly advertising anything from a peanut stand to a State or the Nation is earnestly solicited.

J. H. SIMPSON.

Room 1406 Call Building

Telephone, Main 5589

What I know about advertising is summed up in results.

I make advertising pay.

I have achieved remarkable success in advertising the CENTEMERI GLOVE.

Given an article of equal merit, I stand ready to duplicate that success.

I plan, write, illustrate and place advertisements.

FRED'K VAIL OWEN

Call Building

San Francisco



There are times when

## Good Things

can be had for

## Little Money

We have some very interesting buys in ruled and flat papers. Send your address and receive samples and prices.

We have our usual full stock of standard brands . . . .

*Sterling Flats, Beechwood Flats, Agawam Bonds, Falcon Covers*

**BONESTELL & CO.**

401-403 Sansome St.

500-508 Sacramento St.

## Cards for Street Cars

The neat, clear, and attractive kind we have printed for many advertisers. We have a carefully selected assortment of type for this special purpose. We use the right stock, and we can figure as close as any one else who does good work.

Anything else that a Printer can do, we do; and do it as well and as cheaply as it ought to be done.

**C. W. NEVIN & CO.**

532 Commercial St., below Montgomery

## WHITE ZINC IN OIL

..... For Exterior House Painting.....

Superior in Durability and Whiteness to White Lead and Oil

**V. E. WINCHELL,** *Manuf's Agent*

656<sup>7</sup> Mission Street

San Francisco, Cal.



# The Ad Book

A Monthly Exposition of  
Modern Advertising

Volume III

San Francisco, February 1, 1899

Number 5

Published on the 1st of every month, by the AD BOOK PRESS. Ten cents a copy; \$1 a year, in advance. Subscriptions outside of North America, \$1.25, to include additional postage. U. S. 2-cent stamps taken.

## ADVERTISING RATES

On cover, \$50 a page; \$25 half-page; \$13 quarter-page. Inside pages, \$25; half-page, \$13, quarter-page, \$7.

Less space, \$2 an inch, single column; 25 per cent additional for specified positions. Classified, 10 cents a line, nonpareil.

Publishers are free to use any material herein, provided credit is given to the writer and the AD BOOK.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Office, 1406 Call Building, Telephone Main 5589.

Edited by J. H. SIMPSON.

The AD BOOK will hereafter give more space to features of local advertising, and invites the co-operation of newspapers, bill posters, sign advertisers and store sign painters, printers, distributors, street-car advertising firms, novelties, window trimmers, and advertisers themselves (those who pay the bills), as well as the ad writers. This publication will have plenty of room for all good advertising, and will be glad to give credit to all, whatever the line may be, who do good work. But there will be no space for knockers—those who would almost prefer to sacrifice a good notice themselves for the sake of shying a rock at their neighbor or competitor.

There is nothing small about Hills Bros.' advertising methods. The biggest coffee ad ever seen in San Francisco was their 20x50 blackboard sign over the Grand Central Market on the main thoroughfare.

## JOHN O. POWERS

San Francisco suffered a distinct loss when Mr. John O. Powers departed for New York.

Advertising has made great progress in San Francisco in the last three years. Mr. Powers has had more to do with it than any other man.

His was an upbuilding force; moral strength made his work stand out pre-eminently above and beyond the great mass of advertising.

The "money back" principle—that only right way of selling—was made so well known, that to think of it was to think of "Schilling's Best," and *vice versa*.

But like a score of other men of merit who have gone before, Mr. Powers could not stay in San Francisco; to analyze the "why" would be to tell an old story.

But San Francisco has gained by his coming; the business community has profited by it; the impress of his genius is upon the monument that Time is erecting to the commercial prowess of the metropolis of the Pacific.

FRED'K VAIL OWEN.

It is not a good ad for the present Board of Education to have abolished the commercial class in the Mission High School. The members have a serious condition of affairs to meet, but with only one other commercial class in the city, and that far down town, it cannot be regarded but as a bad move to cripple the Mission High. Because the Superintendent has a relation in the principalship of the Polytechnic, is not a good reason for knocking Professor O'Connor, than whom there is no more progressive educator on the rolls of the board.

Edgar H. Dunn says he does not claim to be an expert ad writer. He does not need to. His work for the Sterling Furniture Company speaks for itself.

## STOP THAT KNOCKING

"Knocking" has done more than anything else to retard the progress of California, and particularly of San Francisco. By this term we mean the vicious habit of doing or saying that which injures the reputation of a competitor, whether in business, letters, or politics.

The inhabitants of certain cities, not broad enough in their views to recognize the principle that the prosperity of one community could not but help us all, have resorted to unworthy means to detract from the reputation of what they were pleased to call rival cities.

Leading newspaper proprietors have thrown cold water on good propositions because they did not themselves first suggest them.

Business men who would resent the epithet "mean," have worked early and late with such effect that business which should have come to this coast has been diverted, all because the "knocker" was afraid he would not get the plum.

And in politics—How many times some prominent Californian would have been chosen to take part in the councils of the nation, and how many times mean jealousies have caused the honor to be conferred elsewhere. And Californians have been dubbed a lot of "knockers."

This is not right, nor wise, nor profitable. And the one most hurt by this knocking has been the "knocker." If he were the only one it would be well. But fair men have been hurt, enterprising cities have been belittled, and the State has suffered.

Look at Sacramento. There certainly are some good men in the Legislature. But if the newspapers are to be believed, association with convicts is to be preferred to association with legislators.

We do not call to mind one widely circulated newspaper which has devoted considerable space to the laudation of any

favorite candidate. But there has been no hesitancy in besmirching the fair fame of men who have been builders of the commonwealth. And all to tear down a rival.

Imagine if you can how differently California would appear in the eyes of the world should the press have striven as hard to say good things of their choice instead of mean things of those who differed with them.

Let us all do what we can to change the order of things. Let us help our friends and let our enemies pass by. In business, religion, and politics let us strive to help, not hinder.

The AD BOOK proposes to let others do the "knocking." Perhaps it is necessary sometimes. But at present there are plenty in that business.

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Wool Soap babies are again riding in the street cars.

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"P. D. Armour says he has got rich by keeping his mouth shut, being liberal, and advertising in and out of season."—*Ex.*

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Mr. James B. Kirk, who has been connected with leading dailies in large cities and is a regular contributor to the standard magazines and pictorial weeklies, is now the associate editor of Profitable Advertising. The offices of this leading publication, in its line, are now at 227 Washington St., Boston.

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The San Francisco Trade Journal will issue, March 3d, a special Fruit and Vegetable Cannery Edition, giving a complete list of the canneries in the above lines in California, Oregon, Washington, Colorado, and Utah, and also the location, owners or agents, and leading brands of each grade packed together with articles on the fruit industry.

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Every newspaper in the United States that is not now receiving the "Jenness Miller" shoe advertising should at once get into correspondence with the Star Advertising Agency, of Washington, D. C. They want rates on ten inches daily and e. o. d., one year, and best rate for 1,000 inches open contract. The appropriation will be largely augmented this spring.

## THE CURTAZ PIANO ADVERTISING

Of recent newspaper advertising, that done by Benj. Curtaz & Son is for many reasons noteworthy. They spent \$1,000 in one week, using only two morning and one evening newspaper. They took liberal space, and the announcements were models of concise diction and effective display.

A representative of the Ad Book called on Mr. Curtaz on the ninth day of his advertising campaign and put the question:

"Has your advertising paid?"

The gentleman was enthusiastic. Said he: "Our first ads were in the Chronicle and Examiner. Up to 11 o'clock of the first day we felt a little blue because not a customer came. But between that hour and six in the evening we sold pianos enough to pay the cost of the week's advertising.

"In nine days we have sold 57 pianos as the result of our advertising.

"This is the way it happened: We bought a lot of Shaw pianos for cash at 40 per cent below regular wholesale prices. About the same time we called in several stocks we had at interior agencies. So we had an unusually large accumulation. We then determined to plunge to the extent of \$1,000 in one week.

"There are very few piano houses in this country that sell 50 pianos a month, and about 30 per cent is the average of cash sales. We have sold 57 in nine days, and the cash sales have been 65 per cent. We have received as high as eleven inquiries by mail in one day. We have no way of tracing most of the mail inquiries, but we have sold three pianos in the country as the result of the ads in the Bulletin. As to the morning papers, we feel that the results have been pretty near even, with the advantage, if anything, for the Examiner. Taking into account comparative cost, the Bulletin has paid us splendidly.

"We believe the principal factor of our success has been the effectiveness of the display. This we credit to the writer of the ads."

Mr. Curtaz named the writer, and it is only on account of the latter's request not to publish his name that we do not give it here. The gentleman is advertising manager for a leading Market Street store.

The above is from an interview with Mr. Curtaz, and Mr. Curtaz will verify the statements here made.

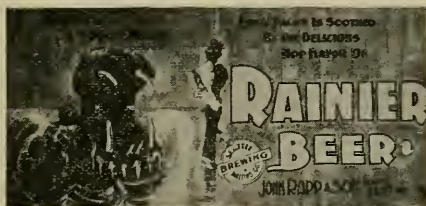
Because we believe results are what chiefly interest advertisers we are glad to give space to Mr. Curtaz's story.

Any advertiser's experiences will be welcome.

## SOME KNOWN RESULTS

Professor Hall has just finished a six weeks' course of lessons in the Spanish language. To obtain pupils he has distributed some 15,000 circulars, well worded and nicely printed. He also advertised in 100 Market Street cars for 10 days, besides placing 25 quarter cards in store windows, and inserting a well-displayed ad of moderate size in the Tivoli programme. After he had the class of 63 well under way, he inquired as to how the pupils learned of the lectures. The Professor says that 34 per cent stated that a circular brought them, 24 per cent said they had seen the card in the cars, 24 per cent credited their attendance to the window cards, and one scholar said he came as the result of perusing the Tivoli programme ad.

The hand-painted poster grows in favor. The latest users of them are John Rapp & Son, agents for Rainier Beer. Though most of the designs have been used before, the execution is so bold and the coloring so effective that attention is compelled. The following is a photographic reproduction of one of the 24-sheet posters, weak only in that it does not show the colors:—



If you would cultivate a persuasive style remember that nothing will aid you more than plain, homely honesty and extreme moderation.

## CLASSIFIED ADVERTISEMENTS.

**F**OR sale—250 lbs. Harrison's Medium Chrome Yellow in oil; 25-lb pails; regular net price 17c., will sell any part of it for 12½c. per lb. net cash; inquire at Ad Book office, 1406 Call Building, between 8 and 9 A.M.

**F**OR sale for lack of use—A stylish sorrel horse; good traveler, gentle and kind, a bargain to quick buyer for cash. Inquire at room 1406 Call Building, bet. 9 and 10 A.M.

**F**IVE dozen 3-tined pitchforks and five dozen rakes for sale for very little cash. Inquire at No. 5 Tenth St.

**B**UGGY for sale—Old and not in best possible condition, but a deal of service in it yet. \$20 if taken at once. Inquire at 1406 Call Building.

**T**WO painter's trunks for sale cheap. \$ apiece. Inquire at No. 5 Tenth St.

## WHAT ONE MAN THINKS.

## THOSE PICTURES.

The animal pictures used in Roos Bros.' advertisements must have interested more little boys than the son of the advertisement writer. There was nothing trivial or funny about them; the pictures were well drawn by the best commercial artist in town, Mr. Werner, and the descriptions were from a natural history. No reference to the things advertised was made in the description of the animals.

The one with the herd of elephants sold a great many suits, and the one with the jumping tiger sold half as many. They never had two advertisements that brought greater results.

If some regular advertiser should use the animal-picture idea, and stick to it, his advertisements would come to be looked for and talked about. It should be used by an everyday advertiser. It has possibilities if properly worked.

## SPECIAL EDITIONS.

The majority of advertisements that appear in the Christmas, New Year's, and other special editions are of houses that do not advertise at any other time, and really know little or nothing about advertising.

Those who keep tab on their advertising to learn results and go into the papers regularly, do not patronize the special editions. They know better.

The most satisfactory results obtainable from advertising expenditure are direct sales, and few such can be traced to advertisements in special editions. This brings up the subject of perpetual advertising, which is the only kind that does any real good.

## KEEPING TAB.

The successful merchant studies the statistics of his business; he requires figures to show how each department is doing—sales, expenses, profits, and losses.

He should have the same sort of information about his advertising expenditures. In a retail business that is a simple matter. Make it the duty of one man to gather the facts and tabulate them. He should keep a record of how many articles of each kind are on hand before the sale begins, what number come in during the sale, and what remain after it is over. Each department should furnish him with such information accurately. The amounts sold can be figured up by the price advertised from which the cost may be deducted leaving the net profit on each. When these are all added together, you have the number of articles sold, what they amounted to

in dollars, the cost, and the gain. Then deduct the cost of the advertisement and the net result is shown.

With such figures at his command, the merchant can know how to gauge his advertising expenditure.

Too many merchants know too little about the vitally important points of their business. They may know all about the quality of the goods they sell, but that is n't everything.

## ADVERTISING NOVELTIES.

When the novelty man comes around with his grip full of mirrors, pocket memorandum books, calendars, cigar pouches, and bright, pretty things which attract the eye, you are often inclined to buy. He tells how So-and-so bought a few thousand of this and that, but he'll sell some particular kind to you only. The inborn desire of every one to monopolize something completes the bargain.

You get them, send them to your own customers, and half a dozen personal followers who hang around to get something for nothing compliment you, and you think the money was well spent. Still you're not quite sure of it.

The same amount of money spent judiciously in one of the best newspapers, telling a story interesting in description and price, would be seen and read by those who may never have been in your store, thus reaching out for new customers.

## CONCENTRATION.

The man who can concentrate his thoughts is the one who accomplishes something.

The aim of Dewey's guns was directed toward one common enemy. He bore down upon Montojo's ships and finished the job before he attacked anything else.

He did n't scatter his ammunition. Neither should you. Concentrate your efforts and storm one point at a time. If your advertising money is limited, select the one paper that, in your opinion, reaches the class of people you cater to, and stay in it forever, adding another as you can.

## AN EXPLODED IDEA.

Some years ago every advertiser thought he had to go into every paper if he went into one. That deplorable condition no longer exists. It could only exist in a small city—not in a great metropolis like the San Francisco of 1899.

## ADVERTISING ONLY HELPS.

The Sacramento Bee's article about co-operation in advertising is correct. You will fail in a

great measure if you do not do your part in the store.

A merchant in this city spending money liberally in the papers refused to display the goods advertised or to put them in the window, saying he wanted to find out just how much good the newspaper advertising was doing him. People lose confidence in the advertising if they do not find it backed up in the store.

S. P. JOHNSTON.

Below is a reduced copy of an ad taken from the Alameda Encinal. Barring a too extensive use of border and rule, it is well put together.

But the last few words had better have been left out. To tell the story of your own facilities well is good advertising.

But it is not necessary to add an injunction not to patronize some one else. The Encinal

## The Encinal

### JOB OFFICE

\*+\*+\*

### Largest and Best IN TOWN.

Most and Best Presses

Most Machinery of all kinds

Most and Best Type

All Modern Faces

Good Work

Moderate Prices

Anything and Everything  
From a Label to a Poster

patronize Home Industry and do not take your work  
to San Francisco

makes out a good case for its printing office, and comparison with the facilities of San Francisco cannot strengthen it. Don't "knock."

A Georgia editor writes:

"The gladdest words of tongue or pen  
Are these: 'Insert my ad again.'"

The goat eats up the posters, the waste-basket gets the circulars, the ragman lugs off the handbills, but newspapers and magazines, with their advertisements, are read by the people.—*Ex.*

## HEARTY HAIL FROM SEATTLE.

February 6, 1899.

THE AD BOOK:

Gentlemen—We know you are interested in bright *ad work*, and more especially the active *Coast work*. We have wondered why you do not, and have not, accorded this Northwest section any space in THE AD BOOK. It represents the Pacific, does it not? If probably you think there's nothing worthy your attention this way you're wrong, surely. Maybe there's not enough AD BOOK space to devote to this section. Well, we'll suggest—just a little suggestion—that you increase space of present issues, or accord some of present space to work along this way. We think it'll pay you—yes! And then there is really much of splendid interest above your city. You don't have to confine yourself to a radius of a few miles from S. F.—no! But anyway, look to it as you will, we are certainly going to tell you of a part of the *ad work* we are, and have been, doing. Use it as you will, just so that you remember there are one or two *ad workers* up this way that merit your notice. AD BOOK is good, clever; we like it. Don't overlook date on cover of next issue; we think this is essential. Cordially,

STANDARD FURNITURE CO.

Accompanying the above are several of various kinds of work done for the Standard Furniture Co. by Mr. H. H. Schoenfeld. They all show the result of thought and care. The newspaper advertisements are well put together and illustrated. The cuts of the oil heater, however, are bad. They appear to be very much worn. Good, sharp cuts would not have cost much more. Throw them in the dust-bin. The circular letters are catchy without being flippant, but typographically leave much to be desired.

Come again, Seattle, with specimens of work or ideas. Tell us what you are doing.

According to the National Advertiser a soap trust, with a capital of \$100,000,000, is being formed for the purpose of controlling the entire American soap supply. Chicago houses whose names figure in the proposed consolidation are said to include James S. Kirk & Co., N. K. Fairbanks Co., Armour Soap Works, Swift & Co., Nelson Morris & Co., and Allen B. Wrisley Co. Proctor & Gamble, Cincinnati; B. T. Babbitt, Philadelphia; James Pyle & Sons., Colgate & Co., Solon Palmer, the Higgins Soap Works, New York, and the Larkin Soap Mfg. Co., Buffalo, N. Y., are also mentioned. A leading manufacturer asserts positively that at the lowest estimate \$30,000,000 are spent annually by the soap manufacturers of America in advertising, and that this item of expense will be eliminated with the formation of the trust.

## A FEW FACTS ON WHITE PAINTS

It is not generally known to the owners of property or others who constantly specify the use of white lead for painting purposes how many defects and objections there is to this as compared with the white oxide of zinc, the reason being that white lead, mixed with linseed oil, has long been the usual custom, and it may take years of constant effort to revolutionize the old method. Speaking in general of the durability of paints, by close examination of surfaces exposed to the rays of the sun, it will be found that it is always the oil, or liquid portion of the paint, that has decomposed, and not the pigment of the paint that is at fault.

As all paints in their original form are dry powders, and rely wholly upon the oil, or binder, to make them fast to the surface to which they are applied, it is safe to say that those pigments that absorb the most oil last much longer than those which take less, as the sun's heat has just so much more oil to destroy before the paint begins to chalk off. Here is one way where the oxide of zinc has proven itself far superior to white lead, as it absorbs nearly fifty per cent more oil to grind zinc to the same consistency as that of white lead, and also requires much more oil (pound for pound) to thin it down ready for painting than white lead does.

In another way, which gives it more value, is its greater strength of color as a white, as it overcomes the discoloration that oil gives to white lead, and leaves a much prettier white.

In cities where coal is used the fumes from chimneys consist largely of sulphurated hydrogen. This blowing back upon a house painted with white lead tends to turn it a dark-grayish or brown-white color, while the white zinc remains its natural color. Consequently, it will be seen that there is no doubt as to the superiority of the zinc. Below I quote from Baird's "Painter, Gilder, and Varnisher," (16th edition), which book has been in the course of publication for thirty years:—

"Like white lead, the oxide of zinc requires to be mixed with an oily vehicle, to be applied in painting. As oxide of zinc does not readily form a saponaceous compound with fats or oils like oxide of lead, the paint which is prepared with it and ordinary linseed oil does not dry nor harden for a long time. This peculiarity was at first one of the principal drawbacks to the more general use of the zinc instead of the lead paint. Another of its defects is said to be its transparency, owing to which a layer of the zinc white paint does not exhibit so much body or capacity as a similar one of white lead. Both these defects, which can be almost entirely overcome, are more than compensated by the per-

manency of the oxide of zinc as a pigment under all circumstances, and its comparative innocuousness both in the manufacture and the application. So, while it is evident that these facts are not all new discoveries, I am fully satisfied that my reasons for its great superiority over white lead can be depended upon. There has never been a carbonate of white lead manufactured that when mixed with linseed oil would stand solid on the south side of a building sixteen months but what will show signs of chalking off, besides losing the gloss and beauty of the paint inside of six or eight months. To this I respectfully invite your kind attention, that your own observations may convince you as to the truth of my statements."

VOLNEY E. WINCHELL.

## NOTEWORTHY WALL SIGN

Wall signs are conspicuous in San Francisco mainly for their number and size. But the one on the side of the new building at the corner of Geary and Stockton Streets, occupied by Marchand's, has caused much favorable comment by its artistic appearance. To Albert Pissis, the architect of the building, is due the credit for the design. The painting was done by St. Denis. The entire wall was first coated gray; then, on a cream-colored ground, surmounted by a stone-colored border, was painted in simple but elegant capitals the word MARCHAND'S. The lettering is in keeping with that on the front of the main dining hall, and the whole is delightfully harmonious. It is something unusual for the architect to bother with wall signs, but the idea might be copied with good results.

Both Swan and Stein have done some neat work in temporary cloth signs recently. What with loud coloring done with cheap paint, which soon "runs," the average sign of this kind is an abomination. But the white muslin-covered frames put up for Alex Mackay & Son and for Hammersmith & Field are tasty in design and reflect credit on the painters.

A grand celebration of the semi-centennial of the foundation of Odd Fellowship in California (which occurred Sept. 9, 1849) will be a good advertisement for our State. The preparations are already under way.

Many thought it a risky move when the City of Paris went to Stockton and Geary Streets. But it has proved a wise one. Retail trade has moved up Powell to Geary, a block beyond, and though the City of Paris is at the Western limit of the shopping district, it will probably not remain so long. The prospects are that C. C. Butler will soon put handsome improvements on the opposite corner.

## NOTHING SMALL OR WEAK ABOUT THIS.

This letter has been given considerable publicity:

OFFICE OF THE SAN FRANCISCO BULLETIN,  
SAN FRANCISCO, December 29, 1898.

*Geo R. White, Esq., Pres. Potter Drug & Chemical Co., Boston, Mass.*

DEAR SIR: We understand that the reason for your not including the Bulletin in your list of papers, was that you doubted our circulation statement.

Now, you are a long way from San Francisco, and we often consider what is the best possible means of proving circulation to Eastern advertisers. It is an easy matter with the local advertisers; we request them to call at our office to examine our subscription books, see the edition run off the presses, the papers mailed to subscribers, allow them to figure on our paper bills, ink bills, etc.; and in no case have we failed to prove all that we claim.

Mr. Crothers, the proprietor of the Bulletin, after a conversation with me as to the best method of proving our circulation to your satisfaction, has suggested that I extend to you an invitation to have one of your employees in whom you have confidence come to San Francisco at our expense, we to supply transportation from Boston to San Francisco, and return, and feel confident that when it has been proved to the satisfaction of your representative, who in turn will make a report to you, that the Bulletin will be well paid for the trouble and expense.

We trust that you will see your way clear to accept this proposition, and a letter from you, giving the name of your representative, will meet with immediate response from us in the shape of a first-class ticket from Boston to San Francisco and return. We also wish it understood that the expenses of your agent while here, in fact, the entire expenses of the trip to the Coast, and the couple of weeks stay in San Francisco, will be borne by the Bulletin.

Yours truly,

THE BULLETIN,

Thos. F. Boyle, Business Manager.

Bluff, say you, Mr. White? Nervy, certainly. Sounds to us like business. If we were you, would either call the bluff or pass out of the argument. If more newspapers could be so bold, more advertisers would have faith in circulation statements.

A traveler's tale on his return from California, tells of the eccentricity of the American advertiser. As he was riding down a steep and dangerous hill he saw a board on which was conspicuously displayed the following startling query: "How would you like to have a broken neck and a dirty shirt on? Go to the Pioneer Laundry."—*Publicity.*

## A PLAN FOR GETTING UP ADS.

A good plan for busy dealers to put into operation, and one that has been tried with success, is to put every clerk in the house upon his mettle and award some prize to the one getting up the best arranged or most attractive advertisement. The moment they feel a spirit of good-natured rivalry they begin to devote their spare moments to the question, and oftentimes they think out a policy that is not only a surprise to themselves but to their employers. It also serves as a drill in one of the first essentials to a good merchant. This applies as well to circular announcements as to newspaper ads.—*Ex.*

Man wants but little here below,  
But hankers for the prizes;  
He'll get them too, if he's not slow,  
And freely advertises.

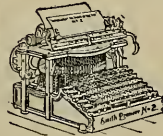
### WE RENT NEW TYPEWRITERS

More new improvements added to the

Latest Model

## Smith Premier TYPEWRITER

### RECENT SALES



Union Iron Works, Anglo Cal. Bank, Lt'd., Hercules Gas Engine Co., Germania Trust Bank, W. W. Montague & Co., Columbia Phonograph Co., Smith's Cash Store, Jesse W. Lilienthal, also 10 to the U. S. War Dept., 8 to Dr. Sanden's Electric Belt Co. New art catalogues free

**L. & M. Alexander & Co.**

Exclusive Pacific  
Coast Dealers..

110 Montgomery St.

You are interested in *something*? Why not get *all* the best things printed about it?

We read and clip thousands of newspapers and magazines every week, therefore, we can equip you *speedily* and economically for a debate, speech, lecture, essay, or anything else requiring up-to-date information, and *more* of it than your competitors are likely to get.

Thirty select clippings for \$1.50.

Send for our booklet which explains the vast scope of the clipping industry.

20TH CENTURY PRESS CLIPPING BUREAU,  
NEW YORK LIFE BUILDING,  
CHICAGO.

NEW  
STYLES  
NOW  
READY.

After seeing the goods you will agree these prices cannot be duplicated

Foyal Wiltons.....	\$1.85
Wilton Velvets, best quality.....	1.15
Worsted Velvets.....	.85
Red Body Brussels.....	1.05
Body Brussels.....	.85
Best Tapestry Brussels.....	1.00
Tapestry Brussels.....	.50
Two-ply Ingrains, all wool.....	.50
Amynsters.....	.85

**John & James Dobson,** 2 East  
14th St.



WHEN YOU NEED  
HARDWARE, TINWARE,  
GLASSWARE, SILVERWARE,  
CUTLERY, PAINTS, OILS,  
STOVES OR RANGES,  
PUMPS AND TANKS.  
G. SCHANK  
ABOUT IT.

You know you have been burning the "Governor's" coal and gas for several years, while the thinness of hatch which covers your intellectual dome, indicates that you are no longer a spring chicken. Therefore, brace up and marry the girl, and if you come to it will cost you a small amount to furnish your home. All the newest designs of furniture can be found here.

# Damon's Furniture Store.


ready  
for lent

**ready  
for lent**

S. H. Farley, 530 12th st

# Pears'

A touch is enough  
for cleanliness. That  
is why it lasts so.



'99 WAISTS  
'99 WAISTS  
'99 WAISTS

To:  
those  
who enjoy  
a first  
look at  
the new  
Shirt  
Waists,

an invitation; the stock is replete with the latest New-York and European ideas.

TRADE PALACE,  
STUHL & SÖNNIKSEN.  
43-44 S. First.

West  
S  
King

# SAG SEVOTS

## This Spells

# GAS STOVES

## ❖❖❖❖❖❖ Backwards

If you don't use  
GAS STOVES

You are a spell backward  
Step forward !!

# BISHOPS

FRESH  
AND  
FLAKY.

Crimp Crackers in 1-lb.  
Palace Crackers in Boxes

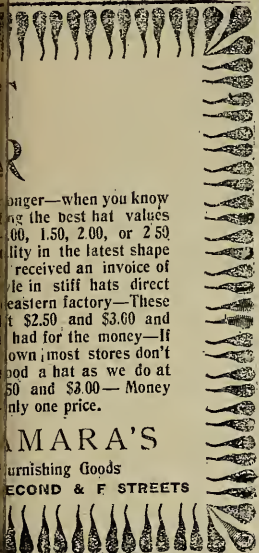
**SODA  
CRACKERS**

## It is a Fallacy to Suppose

That a gas stove is intended only for summer use. There are attributes which magnificently qualify a gas stove for use during the winter. In case of sickness or slight indisposition which is more prevalent at this time of year, the gas stove stands ready at any hour, of the day or night to respond to your commands. Smiles and good nature are its irresistible accompaniments.

SAN JOSE—  
LIGHT & POWER CO.  
52—NORTH FOURTH STREET—52

ounds  
Granulated  
\$1.00  
9 and 541  
th St.



ings  
the time of year when you  
our good clothes and look  
little dust to be afraid of,  
y more to wear better goods.  
specials.

**Tie**  
When it comes to a mat-  
ter of real style neckwear  
we are right in line. Our  
knots, ascots, puffs and rein-  
forced bands cannot be excelled  
for beauty or style.

**Hats**  
Now, we've got a hat  
here that no man need be  
ashamed to wear as a stylish  
derby. We have others in  
soft shapes. All prices ac-  
cording to grade.

**HUB**  
LAUER, Manager.  
arket St., Redding, Cal.

Save the Middleman's Profit.

## "Just Like Hard Coal"

Is the enthusiastic praise ac-  
corded TESLA and TESLA  
X Coal. And this coal de-  
serves the praise it receives.  
Easily managed, burning  
readily, making no smoke,  
no clinkers, no trouble, it is  
the favorite home fuel.

We sell Castle Gate and  
Rock Springs coal.

TESLA, \$6.50 ton. TESLA X,  
\$7.50 ton.

**Tesla Coal Co.**

M. N. WINANS, Manager,  
1011 Seventh St., bet. J and K.



There are new ideas in our  
new fall and winter clothes.

New shaping to the lapels  
and shoulders and shorter  
rolls to the collars. The col-  
lars are hand-shrunk—they  
can't get away from the neck.

Ready-made clothes (as you  
understand ready-made) and  
ordinary merchant tailoring  
are not to be compared to  
our hand-made, ready-to-wear  
garments—James Wilde Jr.  
Co.'s own make.

Surprisingly good Suits at  
\$15, \$18, \$20, and \$22—  
then Suits from the finest  
domestic, and foreign fabrics  
all the way up to \$35.

Those beautiful new Autumn Scarfs that  
we are selling at 50c will interest you.

**James Wilde Jr. & Co.**

**15 cents  
a minute**

For 5 minutes, 75c

Is what a customer saved yester-  
day by bringing us his prescription.  
He had been paying \$1.20 for one  
half the contents of a 31 bottle of a  
proprietary remedy. We charge the  
same price for prescriptions that  
we would if you came in and called  
for what you want so we charged him

**50 cents**

Phone orders delivered  
promptly free of all coat-salar  
phone No. 17

**FRANCIS S. OTT.**

The Place to Buy Drugs  
200 K Street,  
South Side 2d and K.

## "The Curve that Fits" Durability



You can't outwear it. Its natural curve  
naturally rounds it to the rounded skirt. Its  
surpassing beauty dresses the dress.

Most probably your dressmaker binds  
with nothing else, but just ask her, to make  
sure; and when you buy a ready-made skirt  
see that it's bound with S. H. & M. Bias  
Brush Edge. The observation will pay you.

Be sure that "S. H. & M." is stamped on back. 26 shades.  
If your dealer hasn't it, drop a postal for samples to S. H. & M. Co., Box 9, Station A, New York.

## Your Dinner

Will be much better than  
you expect if you come  
here for it. We have had  
people to tell us that the  
best meal they ever had in  
their lives was the one they  
got here—Open day and  
night.

**Busy Bee Restaurant.**

Fletcher & Matteson, Prop.

## 'Twill Cure You, Too.

No remedy for coughs or colds  
will do better than  
Holden's Ethereal Cough Syrup  
For young or old. Guaranteed.

**THE HOLDEN DRUG CO.**

Cor. Main and El Dorado Sts.  
Telephone 1. Goods Delivered.

## MARSHALL FIELD & Co.

### Cut Glass. Lamps, \$1.



Of the manufacturer's stock of rich  
Cut Glass which we are closing out  
there still remains a number of pieces,  
such as Celery Dishes, Deep Bowls,  
Decanters, Jelly Plates, Bread and  
Shortcake Trays, Olive and Pickle  
Dishes, etc. The special prices are  
from..... \$1.50 to \$10

The illustration represents one of a  
number of beautifully hand-painted  
lamps, decorated with flowers or  
tinted grounds,  
which we are  
selling at a special  
price. These  
Lamps are in sev-  
eral shapes, give  
excellent light,  
and are hand-  
some ornaments  
to a room.  
Price, complete,  
\$1.00



## SHOW WINDOW ADVERTISING

There has been a decided improvement in the style and appearance of show-windows in San Francisco during the past three years. For a long time Los Angeles, of all the large cities of the coast, led in the brightness and artistic arrangement of window displays. Not much attention was paid to the art of the window trimmer here. But a decided change for the better is going on. Hardly any retailer now moves to another store or starts a new business without first remodeling the front. And old tenants often submit to great inconvenience and temporary loss of trade to open new windows or rearrange the old ones. A recent instance of the latter is the cutting of window places in the Sutter Street wall of the Hub Clothing Store.

Koenig, the shoe merchant, has one of the handsomest new fronts on Kearny Street, of which we hope to be able to have a picture in our next number.

Retailers particularly can do good advertising by means of their window displays, and the AD BOOK will encourage effort in this direction. We will be glad to notice creditable displays, and, wherever we can obtain them, publish the names of the bringers-about of exceptional results.

One of the prettiest milliner's windows of the month was that of Mrs. S. R. Hall, of 10 Kearny Street.

Another striking show, appropriate to Washington's Birthday, was that of Alma E. Keith, of the Phelan Building. Throngs have admired it.

Selig's furnishing-goods windows, on the corner of Kearny Street and Hardie Place, are small but very pretty.

Centemeri gloves are arranged in a striking combination at the corner of Post Street and Grant Avenue.

The interior of Siegel & Cooper's great New York store, on the street floor was arranged with evergreen arches over every aisle during the recent holidays. They were fixed so that they presented the appearance of great bowers as one looked down the line. The arches were formed by bent strips of wood swathed in evergreens, decorated with artificial fruit. The arches were several spaces apart.

I don't care how much a man talks, if he only sez it in a few words.—*Josh Billings.*

### WINDOW SWEATING

Cut or bore several air holes in the outside panel under the window, then cut several air-holes in the floor of the show window, that will make the air in the show window just as cool as the air on the outside. Always keep the back of the window closed tight to prevent the warm air from the store rushing into the show window and frosting the glass. By following these directions, you will never be bothered with sweaty or frosty glass.—*Harman's Journal of Window Dressing.*

### THE OBJECT OF WINDOW DISPLAYS

Time was when the window trimmers in the larger cities were crowding each other so closely that all sorts of devices were resorted to in the effort to secure novelty, but now the feeling is different. The blocking of the street in front of the window by a curious crowd is not held to be the purpose of mercantile display. The real and only reasonable object is the convincing of the passer-by that there is just the thing he or she needs, and that the price is right. The crowding of the highway by an idle pack of humanity is oftentimes a way to defeat the very intent of the show. It makes busy people angry to be retarded in their walk. Besides this, no one can learn much from a series of "living pictures," or a water-wheel in motion. That kind of entertainment distracts the mind from the thought of purchasing. For this reason the most skillful of the city window trimmers have ceased to use anything but actual goods in this work, although they resort to an occasional mechanical arrangement for the display during the holiday season. That is legitimate, however. The idea is to claim attention first, and then fix it upon the goods and prices that are to be found inside.—*Harman's Journal of Window Dressing.*



### The Harman Journal of Window Dressing

Sixth year of publication. Illustrated descriptive displays pertaining to all lines of trade. Send 25c for trial copy.

Journal of Window Dressing  
125 South Clark Street CHICAGO

## VALUE OF STREET-CAR ADVERTISING.

The other day, in St. Louis, a young couple boarded an Olive Street car. They had evidently been making the rounds of the stores looking at the holiday displays. They were full of life and didn't care who knew it.

The young man pulled from his overcoat pocket a toy which he endeavored to make dance after the fashion of the venders who sold them. The young lady seemed abashed at this, and jerked the plaything from him, good naturedly. Then he fished from another pocket some strange device that made a fearful and wonderful noise. She took this from him. Then he had a bazoo that made Turkish hoochie-koochie music. She took charge of this, also.

Then he was at a loss what to do so began reading the street-car signs.

"Elegant dress suits at Blank's for \$6.88," he read.

"That's the limit of my finances," she remarked. "I'll get one for you if you will wear it."

"All right; it's a go."

There was suppressed laughter all around.

"Buy your girl a wedding ring for \$3.49—solid gold—at Blank's," she read.

"That's the size of my 'pile,'" he said.

"I'll get one for you if you will wear it."

"All right; it's a go."

This was too much. The passengers felt as if they knew this couple and began to offer congratulations.—*American Advertiser for February*.

From the local agency of Wyckoff, Seamans & Benedict, we have received three handsome books, entitled respectively, "The Remington Typewriter Afloat," "The Remington at Washington," and "A Few Office Buildings in Chicago." The first contains descriptions of the more important of the vessels of the American navy, with half-tone pictures, and a modest statement of the number of Remington typewriters used on each. "The Remington at Washington" is a collection of half tones of Washington scenes and buildings in Washington, with, under the latter, a line indicating the number of Remingtons in use. The other book is on the same plan, and, as its title indicates, tells of Chicago's principal office buildings, and compares in a striking way, the number of Remington and other typewriting machines used. The books are well calculated to impress one with the popularity of the Remington, and the solidity of the firm engaged in their manufacture. There is a modest dignity about the scheme which makes a pleasant impression.

One of the most elegant of this season's advertising calendars is that of the Armour Packing Co. It is done in white, dark green, and gold. "Rich, not gaudy," and a call at Clay Street, near Davis, will get you one from Armour's agent.

## FROM ONE WHO KNOWS

Arm yourself with stainless integrity. Let loose the heaven-born gifts of genius and ambition, and a resolution that courts but never counts the heaviest odds; begin on the basis of cash, even if you have to start with a tack-hammer; almost unawares it will become a trip-hammer, doubling and trebling year after year with the relentless energy of a circular saw. Then success will come—not all bright sunshine, but here and there deep, black shadows that will search you to the heart, agonies that will drive the blade through the quick into the marrow up to the hilt; but pluck and patience and moral courage will always win, and the sun will shine again, and final triumph—alloyed it may be with bitter dregs—will come solid, decisive and enduring.—*C. B. Rouss.*

Most men do some things better than other things. The best advertising I do is for permanent businesses.

My style is plain, positive in statement, describing the goods concisely, and telling in a convincing manner the news of the store—it is the kind that builds a business gradually but surely, if backed up by proper store management and honest goods.

The advertising I am doing for Newman & Levinson is an example of my work.

I desire to attend to the advertising of a few more firms—excepting dry goods.

In addition to newspaper advertising I prepare street-car cards, write booklets and circulars, suggest and advise as regards advertising in general.

## ROLLIN C. AYRES

Writer and Designer of Advertising

Examiner Building Telephone Red 91  
SAN FRANCISCO

Mrs. E. E. Welch, of San Jose, Cal., recently joined the I. A. D. This lady personally carries the distributor's bag, and does all of the work herself. She has a reputation for being a very careful and conscientious distributor.—*The Billboard*.

It is not good advertising for San Francisco that her school teachers have to wait for their salaries because of the brazen rascality of the late Board of Education. A better ad would be a row of these same members just far enough from top of column to dangle in the air with hempen borders around their necks. Judicious readers of such an ad might notice a lack of refinement in our ways, but what a sanctifying effect it would have on future municipal officers.

## THE STOCKTON DAILY INDEPENDENT

Is noteworthy among the bright newspapers of interior California. It is always bright and well printed, and the news is set off by catchy headings very much to the point. It seems to be a favorite among local advertisers, many of-whom make the best use of their space. Hale's store uses large space to good advantage. The I X L, The Fair, and the Stockton Implement Company have double-column ads. The I X L ad would look better if less "gingerbread" border was used. The Fair ads reflect credit on the composer and ad setter, but less bombast in the introductory lines would probably beget more confidence. The Implement Company would do well to put their ad writing into the hands of some one who could give some time to it. The space could be used to much better advantage. Enough of interest can be said of their products to justify frequent changes of copy. The same may also be said of the Sperry Flour Company's announcement. Such concerns could make their ads newsy.

Corporations controlling public utilities very seldom advertise except in a spasmodic way, and then too often as a sop to fend off newspaper criticism. The following seems to be an exception, and it ought to bring good returns:

**"The margin of profit or loss in these enterprises is the cost of motor power."—U. S. Report.**

Perhaps your business is not paying as it should. Perhaps the cost of power eats up the profit. If so, why not let us help you out of the trouble?

We turn our surplus gas into electric power and sell it cheaper than you can generate power for your own use with any kind of fuel.

We would like to serve you.

**Stockton Gas and Electric Co.**

The Old Curiosity Shop ought to be able to use more space to advantage. It surely ought to furnish a new cut of the name of the store.

The Holden Drug Company make good use of a limited space by well-written ads frequently changed. The border on the Bythinia card is not the best kind for newspaper use.

Dunne's Shoe ad is a model of good display lines, concise statement, and neat typography.

Madden's Grill Room ad ought to create a longing among readers for some of the goods there set forth.

The Avenue Drug Company should insist upon the border rule being more carefully matched at the corners.

We have not the space to note all the good work in this paper, but think that if the store management of C. O. Bennett is as clever as his advertising, his business will grow.

## NOW AS TO GLOVES.

We have the finest stock of Mocha Gloves we have ever handled. This glove is made from antelope skin, and has a velvety softness and bloom finer than undressed kid, while in wearing quality it is much superior. In style, quality and price it can't be excelled. \$1.25 per pair in black, gray, tan and mode, with two clasps in colors to match at

**C. O. Bennett,**

**326 E. Main Street.**

From time to time the advertising done in other interior journals will receive notice if they will send copies to the AD BOOK.

## Oakland Tribune

**"Best paper in Oakland."—Printers' Ink.**

## WHAT THE KNOCKERS ARE DOING

A recent number of the Humboldt Standard contained seven editorial articles, of which five were devoted to abuse of a contemporary. Had the space been devoted to saying good things of Humboldt County, the editor would have done some good and made more friends. Stop that knocking!

There seems to be an awakening in every city of the Coast against defacing a city with outlandish colors, figures, and lettering of loud and cheap design. It has dawned upon the progressive residents of cities that the human vision has rights in town as well as country, which the bill poster has no license to abridge, or gaudy advertisers any privilege to offend. Bill-board advertising is offensive to the eye. It mars the city, and anything that mars the city is opposed to public interests.—*Stockton Independent*.

Bosh! Mr. Editor, and you know it. If bill boards were so offensive to the eye, people would not stop to look at them, and if they marred the city, wide-awake advertisers and public-spirited citizens would not patronize them, and then you would not be so bitter against them. But they are not offensive to the eye, except in some few towns where they are not kept in good order by the owners. The shrewdest and most successful advertisers do use them, and therefore you "knock" them. Try and be broad enough to admit that bill-board advertising, for many things, is good advertising, and that it will pay you better to devote your energies to improving your own business than to trying to hurt your neighbor.

Newspapers, and particularly the Stockton Independent, are too good as advertising mediums to need to knock other methods.

Stop that knocking!

Theodore F. Bonnet, the License Collector, has become the proprietor of Town Talk. With such a record as Mr. Bonnet has as newspaper man and city official, the public will be disappointed if Town Talk does not take a foremost position among local periodicals.

The Chas. E. Hires Co., of Philadelphia, are having distributed a little booklet containing the story of "How the White Cow Became Sacred in India," and incidentally some facts about milk as a food, particularly as to Hires' Condensed Milk. It is a clever idea well worked out. It would have been better without the one page of Hires' Root Beer advertising. Milk and beer don't mix well in a glass, and when mixed in an advertisement the result is not profitable. One thing at a time.

## DORA'S FAITH.

Little Dora's papa  
Is an advertising man  
Who talks his business everywhere,  
Everywhere he can.

Little Dora heard him,  
Heard him talking ads.,  
And became a loyal convert  
To that theory of her dad's.

And like her shrewd papa,  
Believed that anything desired  
Could be had by advertising  
When properly inspired.

One day there came a baby  
To fill the house with joy,  
A great big bouncing baby,  
A ten-pound baby boy.

And when Dora saw her brother,  
As she tip-toed on the mat,  
And saw the babe, she said, "Mamma,  
Did you advertise for that?"

—Ex.

Though silent, your show window is often your most successful salesman, especially when equipped with up-to-date fixtures.

In the offices of the O. J. Gude Co., display advertisers, New York, is a unique advertisement which has not yet been sprung upon the public. It consists of an imitation cigar about five feet long, and proportionately thick. It is hung on a wall, the cut end being in a dark corner. By touching an electric button in the wall, the end of the cigar becomes suddenly illuminated as if burning, and the imitation of the familiar fiery glow through the white ashes is very realistic. The idea is to be used to advertise the General Arthur cigar.

## IT COVERS BERKELEY

*All Berkeley reads it.  
Circulation good—growing daily.*

ADVERTISERS SAY

IT PAYS THEM

*Have some good space left—yours  
for a reasonable price.*

WORLD-GAZETTE

BERKELEY, CAL.

IF YOU WISH TO ADVERTISE

IN NEWSPAPERS-ANYWHERE, AT  
ANY TIME, CALL ON OR WRITE TO

E. C. Dake's Advertising Agency

64 and 65 Merchants' Exchange

'Phone Main 1063

San Francisco

## AN ADVERTISER EXPRESSES HIMSELF

Ed. AD BOOK,

Dear Sir:—Consistency is a jewel and found in the same strata with Fair-play.

There is at present arising from the newspapers another ululation against bill boards and sign advertising.

Why?

Because, so they say, the posters and signs are unsightly, nuisances, and all that.

But they let the cat out of the bag when they say advertising should be restricted to legitimate channels, which, according to them, are the newspapers and magazines.

That's it—outdoor display has reduced their revenues, and puts a check on exorbitant rates.

Now, sometimes, I advertise in papers, sometimes on the fences, and on occasions, I have use for both. Both are good, but certainly outdoor display is cheaper and stronger, especially when you want to reach a local clientele, and don't want to pay for country circulation which does you no good.

As to bill boards being unsightly, etc., who would not rather behold a neatly kept bill board, with its wealth of color and illustration, than an empty lot strewn with rubbish?

The only bill boards which I have ever thought nuisances, are the three-cornered affairs which are maintained by newspapers on the curbstones in front of their agencies all around town.

If bill-board advertising is not desirable publicity, why do the newspapers indulge in it?

Another point. In every daily paper in town may be found in the advertising columns—at unusually high rates, I understand—advertisements which aid and abet the vilest creatures, to say nothing of lotteries, which are a continued drain on the purses of the poor and contrary to law; and astrologers, mediums, clairvoyants, and all the like foul brood, who should not be allowed to raise their heads or pay the newspapers double rates.

*We never see any of these announcements on bill boards.*

And bill-board circulation never needs the prop of affidavits. It is seen and known of all men—and women.

Yours truly,

ADVERTISER.

Jackson Hatch has become the owner of the Mercantile Posting and Advertising Co., of San Jose. He has a fine plant, and is continually making improvements. He has applied for membership in the Pacific Coast Bill-Posters' Association and the Associated Bill Posters of the United States and Canada.

Owens & Varney, of San Francisco, have been elected members of the International Distributors Association. They also hold the certificate of the Pfister Printing Co., of Philadelphia.

There are two large bill-posting concerns in Los Angeles. The Los Angeles Bill-Posting Co. is proving an active competitor of the Wilshire Posting Co. Both concerns have many good locations.

Armand Cailleau, the cloak manufacturer, is taking a new departure in his advertising. He posts 100 24-sheets and 1,000 3-sheet bills, the former making a strong display on the boards. He has for some time been in the street cars.

The Anita Cream Co., Phillips Block, Los Angeles, Cal., has placed an order for 2000 twenty-four-sheet stands, and will deal direct with bill posters on the Pacific Coast and west of the Mississippi and south of the Missouri.—*The Billboard*.

California bill posters have an easy thing compared with their Eastern brethren at this time of year. In the East they have to use salt in their paste to keep it from freezing, notwithstanding that men starting out in the morning take a steaming-hot supply.

Manager S. O. Budd, of Pixley & Co., Terra Haute, Ind., is placing large thermometers at the most public points in the city—the idea being to attract attention to Pixley & Company for warm clothing in cold weather, and cool clothing in warm weather.

Mr. Chas. B. Hood, erstwhile of Chicago, has associated himself with Mr. Alfred H. Swayne and Herbert Mills in the firm known as the West Indies Advertising and Bill-Posting Co. The firm owns a good line of bill boards and bulletins in Havana, Cuba. Their address is Calle Amistad 42, Havana, Cuba.—*The Billboard*.

John Moore, the successful poster salesman, now representing W. J. Morgan & Co., lithographers of Cleveland, Ohio, is personally known by nearly every bill poster on the Pacific Coast. Last year the Morgan Co. sent him to Hawaii and Australia, and now he is on his way to England, where he will remain until May. Thence he will travel to South Africa and Australia, returning to New York via Suez and England. He will be away about a year and a half, selling American posters to the English-speaking peoples of the earth.

# Good Models

Merchants wishing to make their ads more concise and frank will do well to regularly study the Wanamaker announcements, which are standard. Here are some paragraphs taken from a recent number of the Philadelphia Record, which are excellent subjects for study:

## While Cold Waves Play Tag

Another cold wave is promised. Winter is n't over, by any means. Nature may be making violets under the snow, but the needs of the day are skates, blankets, overcoats.

And the store is right bountifully ready.

On very many winter goods here new and lower values had been set. And our prices do not see-saw—zero weather has not raised a value. That means that one may supply present needs and be laying up a store for winters ahead, at a saving greater than savings bank interest several times over.

Too cold to shop? Needs are not lessened by weather changes.

## Toilet Soap

Three cakes, neatly boxed, for 10c.

Two kinds—one on its own merits; the other under a false label, which we repudiate, and which trick has doubtless led to loss—for think of selling a scented soap at 3 cakes for 10 cents!

Main Aisle.

## Remnants of White Goods

We have an accumulation of a thousand or more remnants of all sorts of White Goods—India Linens, Victoria Lawns, French Organdies, plain and dotted Swiss Mulls, plaid and striped Muslins, English and French Nainsooks, plain and fancy Piques—in lengths of 5 yards and less.

Of course they are soiled; but a washing will right that. To-day we mark them—at half prices.

This means that there are 10c plaid and striped Muslin at 5c a yd.; 15c Lawns and India Linens at 7½c, and the like. A fine chance for children's dresses, waists and aprons.

White Goods Section, southwest of center.

## A Help to Coffee Making

Whoever appreciates good coffee is asked to take a sip to-day, in the Basement, where a practical test is being made of an "Infuser." Finely ground coffee is put into a perforated cylinder and the necessary water filters through it.

By the use of this little helper any coffee-pot is raised to the dignity of the high-cost pots for making French coffee. The infusers are on sale. 35c and more—as to size.

Basement.

## Chicken Tamales

Made Mexican fashion. Try one this cold day or a cup of Vigoral or beef extract.

Served at the Armour Food Exhibit in the basement.

Nothing for sale—this is a show. How does the Armour Co. profit? You'll be apt to pester your grocer to keep these nice things. And the demonstrators can meet most of you here.

Basement.

## Pocket Books

A maker of fine pocket books was fortunate in a purchase of leather, and extends the good fortune through us to you.

These are handsome Pocket Books, made of genuine monkey leather, neatly lined with monkey and calf-skin, with corners of sterling silver gilded; various colors—

**one dollar each**

We count them excellent \$1.50 value. Some other very unusual values are here marked at 50c, 75c, and \$1; worth 75c to \$1.75.

Center of Store.

## A FABLE FROM THE AGUINALDESE.

A kind man found a bad boy torturing a yellow pup. He handed the boy a warm beating and twenty cents in currency. He then addressed the shivering victim. He said: "Now be my dog and I will be better to you than that boy was, and I will buy you a license which will cost more than you are worth, and I will see that the poundmaster does n't put you where you belong."

But the ungrateful cur said: "I am a dog of my own. If I prefer browsing in alleys, that is my business. I don't like tin cans on my tail, and I don't like hot mince pie or muzzles. Go away, or I'll bite you."

## QUESTIONS ON THE ABOVE.

If the dog bit the man ought the man to kick the dog? Or ought the man to kick the dog first? Who does a dog that is "his own dog" belong to? Ought he to be taught to stand on his hind legs and beg for canned roast beef? Does the fact that he is yellow have any bearing? Why should the man start a dog aviary? Why should not the man look after his own children rather than a yellow dog? Because another man has a large kennel is it required that every rich man should keep pups to fight all day and howl all night?

Is the man much greater because he handed the kick to the cruel boy? Will the possession of the pup greatly benefit the man's moral nature?—*Unity, Chicago.*

When you write a s talk straight at some one. In the late war the Spaniards frequently fired without putting their guns to their shoulders, but were content to shoot in the *general* direction of the whole American nation. Our boys generally got a "bead" on somebody before they fired.

If you wish this world to advance,

Your merits you're bound to enhance,  
You must stir it, and stomp it, and blow your  
own trumpet,

Or you have n't the ghost of a chance.

—*Whifflets.*

The J. Noonan Furniture Co., who have for some time been patrons of the bill boards, have extended their advertising in the street cars. At present they are using the space to exploit linoleum and carpets. To each card is attached a sample of the goods. The linoleum samples show up well; but because the carpet samples are too small to show enough of the pattern they are not so effective.

## A CONGRESSIONAL DIRECTORY CRISIS.

In the Congressional Directory the names appear thus:

\* Burrows, Julius C.

\* § § § Gorman, A. P.

\* || || Roach, William N.

The \* means that their wives accompany them; the § the daughters, and the || "other ladies." When Representative Roberts of Utah arrives in Washington with his three wives, how will the editor of the Congressional Directory classify his ménage? Will Roberts dare file one of his wives with an \* for publication, and put the others with || ||? Here is a crisis, right at hand.—*Washington Tribune.*

He had traveled through Sahara,  
braved the dangers of the Nile;  
Defeated enraged Mussulmans, and  
dined on crocodile;  
Knew everything of politics, religion  
and the law;  
Could box and fence, and row a race,  
and please his mother-in-law.  
In short had all accomplishments of  
men both great and wise;  
But he could not run a business, for  
he would not advertise.

Wolstan Dixey, a New York writer and illustrator of advertising, has been engaged by the National Cash Register Co., of Dayton, Ohio, to take charge of its advertising department. Mr. Dixey has closed his New York office and has turned over his business to Charles F. Jones.

Inis Sturgeon, editor of the West Side Index, of Newman, Cal., in company with W. T. Croft, who has a prosperous painting business in the same place, were visitors at the office of the Ad Book the other day. They are considering the advisability of establishing a bill-posting plant in Newman and surrounding towns.

Every bill poster on the coast would profit by subscribing for The Bill-Poster-Display Advertising, the official organ of the Associated Bill Posters of the United States and Canada. The price is only \$1 a year. Subscriptions may be forwarded care of S. H. Simpson, Sec. P. C. B. P. Assn., 10th and Market Streets, San Francisco.

A bill has been presented in the Missouri Legislature requiring all legal advertisements to be placed with the lowest bidding responsible newspaper, with at least ten thousand daily circulation. Hitherto persons having such advertisements had the privilege of choosing whatever paper they desired as an advertising medium.

# 30,000 people wait at the Oakland Mole

every day, before boarding the  
boats from San Francisco.

They come from everywhere.

We have a few choice advertis-  
ing spaces in the waiting-rooms,  
for which the monthly rental is  
quite low.

Introduce yourself to the 30,000.

---

## Owens & Varney

( The Advertisers )

Market and Tenth Sts.

'Phone 9 South

San Francisco



# THE MODERN HIGH ART ILLUSTRATORS

OF THE

PACIFIC COAST.



## CUTS

FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

PHONE MAIN 5303

*Union* PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

## J. H. KRUSE

DEALER IN

### Lumber, Hardware

Doors, Sash, Paints,

Oils and Glass . . .

S. E. cor. Shotwell and Twenty-third Sts.

TELEPHONE MISSION 88

SAN FRANCISCO

## Publicity

Is the name of the popular English Monthly Magazine which succinctly places before its readers full and latest particulars of what cute advertisers are doing in all parts of the world. Articles on advertising by newspapers, magazines, cars, bill boards, distributing, menus, sandwichmen, signs, window displays, and all common sense forms of securing attention. Subscribers throughout Great Britain, America, Canada, India, Australia, and New Zealand. Fifty cents yearly.

*Morison's Advertising Agency*

HULL, ENGLAND

## PATRICK & CO.

### RUBBER STAMPS

STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

To do good work at a fair  
price is aimed at and hit  
by the . . . . .

## MURDOCK PRESS

532 Clay Street

The AD BOOK is a sample  
of its output . . . . .

W. F.  
CORNELL  
& CO.

## Electrotype Foundry . .

518 Sacramento St.

High Grade Work—Promptness



# The Ad Book

## Fowler's Publicity

An encyclopedia of advertising and printing, and all that pertains to the public seeing side of Business. By Nath'l C. Fowler, Jr.

It contains 1000 pages, 2000 illustrations, and 6000 ideas.

Present or intending subscribers to the Ad Book, or advertisers, may obtain this work, in cloth or leather, at an exceptionally low price and on easy terms.

Address,

Telephone 5589 Main

AD BOOK

1406 CALL BUILDING

I did the advertising for Ætna Springs last year.

Business done was away above any previous year. Enough business already booked to insure a profit the coming season; greater accommodations rendered absolutely necessary.

I used  $\frac{1}{4}$  the space in the newspapers that was used in previous years. About an equal amount in street cars and on bill boards.

Advertising cost less; brought more business. Know-how had to do with it.

I am ready to do equally well with any good resort needing good advertising.

FRED'K VAIL OWEN  
CALL BUILDING  
SAN FRANCISCO

ALL KINDS OF

PAPER

FOR  
THE PRINTER

BONESTELL & CO.

HAVE  
THEM

Samples and prices  
on application

401-403 SANSOME ST.

500-508 SACRAMENTO ST.

ENORMOUS INCREASE OF SALES

OF THE



SMITH....  
PREMIER....  
TYPEWRITER

ALL NEW TYPEWRITERS ARE ADOPTING THE  
IMPROVEMENTS OF THE

SMITH PREMIER

RECENT SALES

Alaska Treadwell Mining Co.; Pacific Mutual Life Insurance Co., H. Dutard & Co., Sanden Electric Belt Co., Miller, Sloss & Scott; San Francisco & San Joaquin Valley R. R., Western Union Telegraph Co.; Southern Pacific Co., Smith's Cash Store, Germania Trust Co., S. F. Savings Union, U. S. District Attorney, Italian-Swiss Colony, and others.

L. & M. ALEXANDER & CO.

EXCLUSIVE PACIFIC COAST DEALERS  
SAN FRANCISCO, CAL.

Branches: PORTLAND LOS ANGELES SEATTLE



A Monthly Exposition of  
Modern Advertising

Volume III - San Francisco, March 1, 1899

Number 6

Published on the 1st of every month, by the AD BOOK PRESS. Ten cents a copy; \$1 a year, in advance. Subscriptions outside of North America, \$1.25, to include additional postage. U. S. 2-cent stamps taken.

#### ADVERTISING RATES

On cover, \$50 a page; \$25 half-page; \$13 quarter-page. Inside pages, \$25; half-page, \$13, quarter-page, \$7. Office, 1406 Call Building, Telephone Main 5589.

Edited by J. H. SIMPSON.

#### A GROWING EVIL

Art in Advertising deserves the thanks and support of all decent citizens and honest advertisers for its courageous onslaught on a growing evil. The March number contains the following :

It would not be a bad idea for the newspapers to let up on the fraudulent and indecent advertising they carry. It seems to grow louder every month. The space used by these fake doctors and medical mongers is enlarged to such a degree as to be by far the most prominent thing on the page, and the number of poor dupes they gather in may be measured by the quite apparent success of their advertising. There is not an incurable disease known to man but may be wiped out, if we are to believe these brazen quacks, and it is a sad thing to contemplate the leading dailies of the metropolis and other centers of culture and good morals aiding and abetting them for filthy lucre. There is also the class of advertisers who appeal to the debased flotsam and jetsam of great cities. Let these people be relieved by all means, but let it be done by men who are honest and merciful, and so far as possible, let it be done underground, like the deeds of the unhappy sufferers. At least, save our cleanly people

from having these ads placed under their noses at breakfast every morning.

It is strange to think that the advertising of these fraudulent remedies should quite eclipse that of articles made by reputable firms. It is even more astonishing, however, that newspapers should permit this condition of affairs to exist. The result cannot be otherwise than to discourage advertising by honest and reputable firms, and even prejudice the large dry goods establishments whose patrons consist chiefly of women. It would be wise for the newspapers to put a rein on the ambition of these undesirable advertisers.

True, every word. This evil has been insidious but steady in its growth, and because readers have gradually become used to it. Were some of the ads daily printed in our newspapers placed in unaccustomed spaces such a howl would go up against them that their suppression would be a matter of but a short time. Nearly all of our San Francisco journals are offenders in this regard, the Post being about the cleanest of them. Suppose one of these filthy announcements were placed on a sign or bill board or street car or restaurant bill of fare? And yet newspapers containing them are read in eating houses and private dining rooms and street cars, and go into the hands of boys and girls. It would be well for newspapers to consider whether the presence of these foul advertisements do not keep clean business out of their columns. The AD BOOK will be glad to receive and publish the views of advertisers on this point.

## THE AD BOOK

## APPRECIATED APPRECIATION.

HALE'S, 937-947, MARKET STREET,  
SAN FRANCISCO, March 14, 1899.

EDITOR AD BOOK:

Dear Sir—I thank you for February issue of the AD BOOK, and congratulate you upon acquiring exclusive control of it. Allow me to state, the article, page 2, "Stop that Knocking," is decidedly reasonable, extremely reasonable, absolutely true. We need more true co-operation; need it in every possible channel you can name. San Francisco, to-day, stands in a position enviable and unprecedented in her history. The whole trade of the New America (those thousand isles set away under the Philippine sun) is ours by location, but it won't be ours without hearty co-operation. San Francisco, to-day, has the chance of focussing the eyes of the entire world, who will watch our progress, and fiercely compete with us for commercial supremacy. By hearty co-operation we shall develop a vast quantity of latent strength, and advertise our city, our coast, and our resources to our aggressive competitors; and in the wordy struggle of competition, let the AD BOOK reflect the best there is in advertising, and by advertising I directly refer to local advertising, and you will do your duty.

Yours sincerely,

E. J. ARNOLD,  
Advtg. Manager.

SANTA ROSA, Cal., March 20, 1899.

EDITOR AD BOOK:

Dear Sir—I have read AD BOOK carefully, and note the many good points, and I take pleasure in recommending it to all bill posters and advertisers, believing that it should be well patronized by all. Your long experience in bill posting and general advertising puts you in a position to handle this work well, and we wish you great success in your new enterprise. Inclosed please

find M. O. for \$1.00, our subscription to AD BOOK for one year. Yours truly,

LEE BROS. & Co.,

By W. H. LEE, Prest. P. C. B. P. A.

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The AD BOOK, a San Francisco journal that is devoted to the interests of advertisers, with the last issue passed into the hands of J. H. Simpson. It is to be hoped that the paper will continue on the broad lines on which it was started. No newspaper man or advertiser can afford to be without the paper.—*Martinez Gazette*.

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The AD BOOK is now edited solely by J. H. Simpson, who succeeds Frederick Vail Owen. The AD BOOK is published every month in San Francisco, and is one of the neatest little journals of the kind that comes to our office. Its typography is perfect, and it is filled with articles and suggestions invaluable to the merchant, publisher, and printer.—*Los Gatos Mail*.

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The AD BOOK, a journal for advertisers, published at San Francisco, has changed management, the publication passing into the hands of Mr. J. H. Simpson. From the appearance of the first issue under the management of Mr. Simpson, we predict that ere long the AD BOOK will rank among the best publications of its kind in the United States.—*Newman Index*.

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The AD BOOK, published at San Francisco, has passed from the hands of Frederick Vail Owen to J. H. Simpson. The AD BOOK is valuable to advertisers as well as the printing craft, for its columns are devoted to common sense views of this all-important necessity. Up-to-date merchants should have an up-to-date paper of this sort, and one dollar for the AD BOOK will prove a good investment. Its office is in the Call building.—*Rio Vista News*.

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Among its *fac simile* examples of good advertising *Brains* publishes one of Sullivan's (the Fourth Street shoe man). This is praise from a high source.

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Blanket sumptuousness comes from the Mission Mills, California. These are considered by many to be the height of blanket luxury.—*John Wanamaker, Philadelphia*.

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State Senator Rollins has introduced a bill into the Missouri Legislature designed to exclude from the practice of medicine all physicians who advertise. The bill fixes a penalty and a fine of from \$100 to \$500, or imprisonment in county jail, or both, for the first offense, and the revoking of the license to practice medicine for the second offense.

## "PAINT THE PUP"

OAKLAND, Cal., March 16, 1899.

J. H. SIMPSON:

Dear Sir — I have been greatly interested in the February number of the AD BOOK. You invite suggestions, and I beg to inclose a clipping from page 16 ["A Fable from the Aguinaldese"] with a little original matter, showing how I would adapt same to my own particular line. I also call your attention to the current issue of the Ladies' Home Journal, in which our factory has a good illustration of what may be done in pictorial advertising. Hoping I may meet you, I am, Very truly yours,

EUGENE W. DRURY.

Yes; Virtue is its own reward; and any man is better for having a good dog. Easy enough to make over the yellow pup. Paint him. Give him a coat of Patton's White Primer (100 lbs. makes twelve gallons heavy paint). That fills the pores. Primer, or Primer, is a mighty good foundation. On top of that put two coats Patton's Sun Proof Outside White (outlasts any other twice over). This leaves the pup a brilliant white. You want him white. Now pour down him one gallon Patton's Interior Gloss (pure zinc and best varnish). This stands washing, and the whole business is bound to come out all right in the wash. This makes the pup clean and white within, with a gloss that mirrors every emotion of his emotional nature. Remember, up to now this pup has done his thinking with his stomach. This puts you on the inside. Now, what have you got? A new pup whose outside is proof against the acquisitive glances of Johnny's bull, the chilling hug of Nick's bear, and whose interior department will stand off the political bacilli that lurk in the Kaiser's sausage. Great Scott, man! do you think Uncle Sam would have invested in this dog show if he had n't known Patton, and used his goods? Not much. The P. N. Kuss Company, distributors and coast agents, will take care of your business.

216 Post St., San Francisco.

472 12th St., Oakland.

Everything in paint, and the truth about it.

That is a handsome sign which Kuss & Storz painted on the outer wall of the Vienna Café, corner Kearny and Post Streets.

For their Easter exhibition Shreve & Co. have sent out invitations printed on some of Bonestell's deckle-edge paper. The announcements are elegant in their simplicity. They were printed by Murdock.

## ADVERTISING FOR PUPILS

Professor William Franklin Hall is not only a successful teacher of Spanish, as evidenced by the increased attendance at his lectures at the Y. M. C. A. Hall, but he has for a long time been a close student of advertising methods. In connection with his classes, he has tried several methods and closely watched the results. He says that circulars and window cards have been most profitable to him. More of his pupils report having been influenced to come to him by these means than by all others. His circulars are his own work. They are well worded, concise, and printed with clear type on extra good paper. For advertising his third course of lessons he sent to the printer copy for a striking window card. It came from the printer a fairly good job of printing, but not so good an advertisement as it should have been. Had directions been followed it would have been something like this:

## SPANISH

Six Weeks

One Hour a Day

No Grammar

No Dictionary

No English

Just Spanish

## FREE LECTURES

Y. M. C. A., Corner Mason and Ellis

Friday and Saturday,

March 31 and April 1

At 4:30 and 8 p. m.

Class begins Monday, April 3

In the center, however, was a half-tone picture of Professor Hall. But the above arrangement did not suit the printer. He must have a long line and then a short line, then short lines arranged like steps across the card, etc., etc.

We would suggest to the Professor that if he have any leisure hours between classes he take up advertising. He would doubtless make a success of advertising a good specialty.

## VERY LIKE A SWINDLE

The following proposition has been received by mail at the office of the AD BOOK, from a country dealer:

THE WAY TO GET A PLANET JR. PLAIN WHEEL  
HOE FOR 15 CENTS.

Find six (6) friends who also want to get a wheel hoe for fifteen (15) cents. Then either come to the store with a dollar or send it by mail and get a certificate with six (6) coupons attached. These coupons you sell, one to each of six (6) friends for fifteen (15) cents, thus getting back eighty-five (85) [should be 90] cents in cash, leaving you only fifteen (15) [should be 10] cents out. These friends who have bought of you have the same privilege you had of taking out certificates and selling their coupons. Each certificate is numbered, and each coupon bears the number of the certificate of which it is a part, as well as a number of its own. On the back of the certificate are six (6) ruled and numbered lines upon which you write the names of the friends to whom you have sold the coupons. Your certificate must be full and paid up before you can draw the wheel hoe. That is to say, each of your friends to whom you have sold a coupon must have come to the store or sent or taken out a certificate at one dollar for his own account before the order for a wheel hoe will be given. When it is done you get the wheel hoe or if you want it the price \$4.50 in cash. No chance to lose. Absolutely sure. You either get the hoe or the money. Send along a dollar and give it a trial.\*

This same bunko game has been started in San Francisco, and some otherwise respectable people have thoughtlessly given their aid to a game compared with which three-card monte is a charitable institution. It is hard to find an excuse for a sane merchant who would have anything to do with it. For the benefit of any person who might be in danger of being caught in this trap for "suckers," we will explain:

The farmer who pays his dollar for six coupons, which he sells to six confiding friends (who, in turn, pay each a dollar), gets a \$4.50 article for ten cents. He has not lost anything. The merchant who gets \$6.00 (less costs of card and postage) for a \$4.50 hoe has not lost either, unless Uncle Sam sends him to jail for using the mails for fraudulent purposes. But \$4.50 from ten cents you can't. So who makes it up? The six friends, who each get a certificate, must each in turn dispose of six certificates, or thirty-six altogether. These thirty-six must each catch six more, or 216; and so on, until at the tenth round 362,818,656 people must have sent a dollar each to "the man with the hoe." There cannot be found that number of two-legged "suckers" in the United States, even if you go to the Hawaiian

Islands and the Philippines for them. Our advice to "the man with the hoe" is to return the "suckers'" money. This would probably be taken by a United States judge as proof that he had no intent to defraud.

Of the many advertising teasers which have appeared from time to time, this, which is creating much inquiry among street-car passengers, is among the best:

## BLACK SATIN

in Cans

MYERS MAKES IT

This was followed by another card, "Black Satin is the New Stove Polish—Myers Makes It."

Advertising for Hale's stores does not begin with the delivery of copy to the compositor nor end with the publication in the different mediums. The following neatly printed and folded card has been distributed to the employees of Hale's seven stores:

Yes! Ask Arnold about advertising: your duty to this store demands that you shall keep your stock continually before the public: to do this you have to get the advertising man enthusiastic about your goods: and you are the one to tell him all the good points about your goods: you cannot tell him too much! enthusiasm means much to us all. Enthusiasm is the life blood of successful merchandizing.

Help him to understand all that the public should know about new arrivals: that is a great point just now: to make a good strong argument to newspaper readers the advertising man must know what he is talking about: and after he has properly told his tale you are to do the rest: advertising only introduces the goods, the good salesperson does the rest! Hale's appreciate your enthusiasm!

The Rambler bicycle catalogue for the twentieth season is one of the most elegant for 1899. The twenty-three pages of text, on coated paper, liberally embellished with half tones, make understood the general construction as well as every part in detail of the Rambler. The cover is of royal purple crepe fiber, and with its perfect embossed, completes a booklet which is a credit to all concerned. Thos. H. B. Varney, the coast agent, is distributing them to agents and all others who send or call.

\*The name is omitted, because we only wish to warn a sometimes too confiding public.

## THE ORDINANCE INVALID

Judge Chetlain, of the Superior Court, Chicago, has rendered an opinion in the agreed upon case in the city of Chicago against Charles Netcher, proprietor of the "Boston Store," finding that the defendant was not guilty of violating any law in selling meats, fruits, vegetables, and other provisions, under the same roof with dry goods, jewelry, and other merchandise. The prosecution was based upon an ordinance passed by the city council on July 10, 1897, fining any person or corporation transacting a provision and general merchandise store under one roof, and it practically contemplated an end to "department stores." The court held that the ordinance was invalid.

Help the local paper and the local paper will help you.

R. H. Ingersoll & Bro., of New York, are sending out a neat and clever booklet in behalf of their cheap watches. The front of the cover represents an open hand, having suspended from between the thumb and forefinger a picture of their Yankee watch. Across the wrist is the legend, "A handful of value for a pinch of cost." On the inside is inscribed with the aid of pictures the four styles of timepieces which they offer to the trade.

## SHORT AND TO THE POINT.

[From Boyce's Hustler]

'Tis well to "know thyself," but also to remember it's poor policy to be too exclusive.

Don't forget that there is a vast difference between imitating a good thing and counterfeiting it.

Blood will tell, of course, but some blood medicine ads tell a lot of things never before heard.

If some people would save some of the time they lose in hurrying, they would have lots of leisure moments.

Flattery is the art of making others to believe you are interested in them, when in reality they make you weary.

Blame all, slander all, and praise all are three blockheads and should not be trusted.

Do not place too much faith in the solicitor who approves of all you say.

In Boston they say "phosfaludinous" instead of the vulgar phrase "out of sight."

A newspaper, an advertising agency, or a family are all easy enough to start, but it takes a hustler to keep them going.

## FOR AN OUTING.....

VISIT ONE OF THE MANY MINERAL SPRING  
RESORTS ALONG THE

*The Picturesque  
Route of  
California*

**California . . . .**

**Northwestern**

**Railway Co.**

LESSEE OF SAN FRANCISCO AND NORTH PACIFIC RAILWAY COMPANY

WHERE THE FAMOUS MINERAL WATERS OF THE WORLD  
ARE DUPLICATED

*If you prefer the simple home life of the Ranch, free from fashion's restraints, there are many in our section from which to choose. But if you would rather the tent in some shady nook, near a lovely lake, or on the bank of some beautiful stream, remember such locations are numerous and free of charge.*

• • •

For detailed information, apply at Ticket Office, 650 Market Street (Chronicle Building), or at General Office, Mutual Life Building, Sansome and California Streets, San Francisco, Cal.

H. C. WHITING, Gen'l Manager

R. X. RYAN, Gen'l Pass. Agt.

## EASTERN NOTES.

BY A CALIFORNIA ADVERTISING MAN.

To a Californian, the amount and style of advertising which appears in the Washington (D. C.) Star is astonishing.

The Star's circulation is about 30,000. Washington's population is about 240,000. It is not a commercial city. Its merchants do not cater, as a general thing, to the country or mail trade. But every merchant of any pretension advertises largely.

The Star has iron-clad rules which govern its advertising methods, but in its sixteen pages there is more space devoted to advertising than to news.

One rule bars black-face type or black cuts, except on a particular page, and then it must be paid for at double the regular rates. All regular ads must be set in light-face or outline type.

Even foreign and patent medicine ads conform to the demands of the publishers in this.

Excepting those of the stores employing special writers, all ads which appear in the Star are prepared by the Star Advertising Bureau, of which Hungerford and Darrell are managers.

For this service the bureau receives a monthly compensation from each advertiser.

Several years ago the managers of the Star prepared the ads for their patrons in order to increase their contracts, but the list grew so large as to make it advisable to start the Star Advertising Bureau, with Mr. Hungerford at the head. Advertisers were turned over to the bureau, and advised by experienced ad writers as to the most effective advertising for their business. They gave the bureau data, from which ads were prepared.

The work has been so well done that since the first year the bureau has been self-supporting and a money-maker.

It is now a separate business from the Star Company, the writers preparing ads for the other two papers—the Post and Times.

These latter both have advertising bureaus, but the advertisers prefer paying for their work to getting it for nothing. The Star bureau writes more ads, which appear in all three papers, than the writers who do ad work free.

One gentleman told me it was cheaper in the end to pay the Star bureau for writing his ads, because what the bureau saved in space would more than pay the difference.

The New York Herald will not print a line of black-face type or a black cut in its advertising columns, and yet it carries as much legitimate advertising as any other large paper. The

Herald is spoken of, by those who are capable of judging, as the king of papers in respect to its typographical appearance.

I do not know who has charge of the street-car advertising here, but I will say that it does not begin to compare with San Francisco. Sapolio, as usual, presents well-written street-car advertisement. The others, excepting Macbeth, are quite ordinary, and in some cases unintelligible.

ED. M. SWASEY.

Washington, D. C.

M. L. Hadley, advertising manager of the Oakland Enquirer, returned on the 20th inst. from an extensive tour in the Eastern States. He met with deserved success.

Among the many biggest things which San Francisco has is the biggest paint shop—that of Owens & Varney. It occupies the upper half of the building erected some years ago for the "Panorama of Yosemite." It is sixteen sided and over 100 feet in diameter. For show purposes has just been erected a bill board twenty feet high and ninety feet long. This occupies only one quarter of the circumference of the immense room, the side walls of which are twenty-five feet high, from which springs a truss roof.

Mr. Edgar John Arnold, advertising manager and head of the Mail Order Department of Hale's, has left for the East on a six weeks' vacation. He will visit the principal cities, and will doubtless come back prepared to do better work than ever. Mr. Arnold is conceded to be one of the brightest advertising writers and managers on this coast. His work at Hale's during the past year has brought good results, and his employers did wisely in sending him away to recuperate and rub up against the leaders in his art in the East.

*You are interested in something? Why not get all the best things printed about it?*

We read and clip thousands of newspapers and magazines every week, therefore, we can equip you *speedily* and economically for a debate, speech, lecture, essay, or anything else requiring up-to-date information, and *more* of it than your competitors are likely to get.

Thirty select clippings for \$1.50.

*Send for our booklet* which explains the vast scope of the clipping industry.

20TH CENTURY PRESS CLIPPING BUREAU,  
NEW YORK LIFE BUILDING,  
CHICAGO.

## A GOOD EXAMPLE

Much of the money spent for advertising in class journals might as well be thrown away. In most cases this is the fault of the advertiser.

text and has professional help in managing the display. Most of them are good.

This is one of a representative group of three sent to the office of the Ad Book for criticism:—



**P & B  
ROOFING**

ROOFING is to a building what clothing is to the body. It must protect and it must wear well. To put money in an interior and to save it on the roof of a building is poor economy.

P & B ROOFING possesses all the requirements of a first-class roof covering. It is waterproof, durable, inexpensive, easily laid. Ask your dealer for a circular, or address the makers.

**PARAFFINE PAINT CO.,  
116 BATTERY ST., SAN FRANCISCO.**

He furnishes his business card to the publisher and expects the paper to do all of the rest. There are exceptions. The Paraffine Paint Co.

The display commands notice; the text is to the point. The building paper ad is also good. The P. B. Paint ad is not. The block is clear



**P & B  
PAINT**

For keeping your iron and wood work in perfect condition. Nothing else "just as good." Circulars cheerfully furnished.

**PARAFFINE PAINT CO., 116 BATTERY ST.  
SAN FRANCISCO.**

is one. It uses space regularly in the Mining and Scientific Press and in the Pacific Rural Press. The advertisements are changed weekly. Mr. Shainwald the Secretary, prepares the

cut, but the ornament at the lower point is useless. The rule work is amateurish, and the type is poor, because not easily read. Plainer letters and more white space would be better.

## ADVERTISEMENTS FROM CITY PAPERS

The advertisement for the millinery opening at the Emporium, given on the opposite page, has caused considerable comment, mostly favorable. It was evidently not intended to do more than call attention to the big store's millinery. The design is unique and well executed, and attained its object; it is good advertising. Immediately underneath is the *fac simile* of an equally good ad—all type—for an Oakland firm, by Owen.

The announcement for Trocadero is concise and decidedly to the point, and will probably be followed by others, which will gradually unfold the many attractive features of this resort.

Plum's furniture store, on Market Street, is using space in some of the dailies, but it will be surprising if at the close of this advertising campaign the owners conclude that advertising pays. Some would call the lettering handsome. It is certainly not plain; and it tells the reader very little. This establishment doubtless has many customers who know that here they can get honest furniture of most artistic kind; but there are thousands whose sole knowledge of the stock is from a few of the specimens in the handsome show windows. As to prices, there is no hint, and those unacquainted with the values of the articles shown would hesitate to go into the store and inquire. Thus much business passes by.

The advertisement of Buchanan Bros. is shown as an example of the kind that no advertiser should waste money upon, and no up-to-date newspaper care to print. It is a discredit to a firm which has by years of persistent enterprise and fair dealing built up a good business, though handicapped by being in an unfavorable neighborhood. The probabilities are that this is one of those trade ads inserted in payment for goods.

In such cases the advertiser generally takes no trouble with his ad, nor does the newspaper, further than to have it set and placed in the form. It is then left to take care of itself, or how does it happen that valuable space is used to call attention to summer hardware all through the cold wet days of winter? A small expenditure of time or money would doubtless cause this space to bring good results. What is worth advertising is worth advertising well.

If Evans's ale is as good as the advertisement Sherwood & Sherwood ought to make large sales.

The Sperry flour ad is also well designed, and as printed in the Argonaut shows up well.

There has been an improvement in the Won-

der millinery advertising. There are ad writers who have been longer in the business than Ayres, but none who are more painstaking and conscientious, and modest withal. The same gentleman also looks after S. N. Wood & Co.'s and Newman & Levinson's ads.


The Alameda Argus takes advantage of a topic of the time to advise you to "join the army of the Argus subscribers, and you will not get embalmed news for mental rations."

The Coast Advocate is a weekly paper published at Halfmoon Bay, San Mateo County. Its reading columns are full of news, local and otherwise, and its advertisements are well written and tastily displayed; and not a word in them unfit for family reading. It is a model country paper.

Mrs. A. Rosamond Hawkins, coast representative of Advertising Experience, is canvassing San Francisco for subscriptions and advertising. She has thus far been quite successful, understanding her business thoroughly. The journal she represents is one of the most valuable of its class. A close study of its pages is sure to help progressive advertisers. It is a model of typography.

The first case under the New York State law against fraudulent advertising was tried in New York week before last—in case of Roth & Englehardt (manufacturers of pianos) vs. Bloomingdale Bros. (department storekeepers). Plaintiffs claim that defendants advertised sale of pianos with Roth & Englehardt action, while investigation showed only three pianos in the entire lot of that description. Defendants won the case on ground that they actually had some of those goods in stock.

The Commercial News Publishing Co. has published a list of all the vessels, of whatsoever size or rig, owned on the Pacific Coast or the Hawaiian Islands. It is the only list ever gotten up which includes vessels of small tonnage, former catalogues of this kind only comprising those of one hundred tons or over. All vessels in course of construction are also in the list. The information supplied embraces the name, details of tonnage and dimensions, rig, number of decks, official number, signal letters, date and place of building, managing owner, home port, and in the case of steam vessels, the horse power.



**Opening Days**  
**Wednesday, Thursday, Friday and Saturday.**  
**Millinery, Dresses, Cloaks, Dressmaking and Children's Wear.**

**The Emporium and Golden Rule Bazaar.**  
 CALIFORNIA'S LARGEST—AMERICA'S GRANDEST STORE

**Trocadero**  
 This charming resort has passed into new hands, who will make it what it ought to be.  
 If you drive to the Park, Ingleside, or the Ocean, take in Trocadero.

**Hall Furniture**  
**Carpets Rugs**  
**Special Designs and Estimates**  
**Plom's**  
**High Quality**



**Easter Elegance**

**Young Man:**  
 Your best girl and all your lady friends will have new bonnets and other fine dress for Easter; are you not also going to have your Easter elegance? Find it here.  
 Remember, we have moved to Washington street.

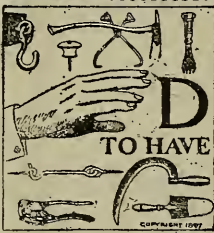
**Easter Hats**  
 You can't buy any better hat for Easter or any other time, than the Stetson \$5 hat. But our price isn't \$5—only \$4. That other dollar will buy you a pair of gloves.

**Easter Gloves**  
 One and two button gloves (patent clasp), in Browns, Tans and Ox Blood, for street and dress wear, in two makes, at \$1 and \$1.50.

**Easter Neckwear**  
 The wealth of new ties defies description. The spring styles comprise a wide range of fancy as to color and design, in Puffs, Ascots, Four-in-Hands, Bows and Club ties, at 50c.

**M. J. KELLER CO.**  
 1157-1159 Washington St.  
 For 20 years on Broadway

**AROUND THE HOUSE,**



**TO HAVE**

**BUCHANAN BROS.,**  
 DEALERS IN  
 Brushes, Hardware and Household Utensils,  
 609-611 SACRAMENTO STREET,  
 TELEPHONE MAIN 5610. TWO DOORS ABOVE MONTGOMERY.

**Sparkling Brilliance,  
 Creamy Head,  
 Ripe Mellow Flavor,  
 show precisely why**

**Evans' Ale.**  
 won its way and a world-wide reputation.

*The only ale without sediment.*  
**SHERWOOD & SHERWOOD,**  
 Pacific Coast Agents,  
 Portland, San Francisco, Los Angeles



**Flowers**

are of special interest this season because of the great variety, as everything in Nature has found its way into this season's millinery.

Flowers stylishly arranged with the lovely new shadings of chiffon materials on a new shape, will assure you of a stylish hat that is a delight and a pleasure.

Our assortment in hats, flowers, ornaments, and new trimming material is the greatest ever shown in San Francisco.

**THE WONDER MILLINERY**  
 1026 Market St. NO BRANCH STORES



## SHOW WINDOW ADVERTISING

### KEEP YOUR WINDOWS CLEAN.

When you clean house, begin on the outside of the wall—that is, with the front of your store. Don't be afraid of spoiling your windows with water, for they are searchlights for trade. Keep them clean, by all means; they are the first department that meets the trade, and do not repel it at first sight with dirty windows. Monopolize your windows to the best of your ability; they are your greatest drawers. Fix them up tastily. Do not throw goods into them at random, for they will reveal your ignorance more readily than anything else. Decorate your windows in harmony with the season and with public events; this will show your wise forethought and give you an advantage over your competitors who do not take these things into consideration.

Change your windows as often as once a week; and be sure and make a clean sweep, for by so doing you will catch the same person's attention twice.—*Ex.*

Much of the attraction in a window is due to the decorations, and one or two natural or artificial plants and palms added to a display is a great help.

A window display to be effective should be attractive. But there are various designs of effectiveness, and no doubt that window is most successful which draws the most money into the storekeeper's till.—*Harman's Journal of Window Dressing.*



Photograph by R. J. WATERS.

Half-tone by UNION PHOTO-ENGRAVING CO.

FRONT OF KÖENIG'S NEW STORE ON KEARNY STREET.

Plentifully supplied with mirrors, electric lights, and latest style of fixtures. Makes a remarkably beautiful appearance in the evening.

## "STOP THAT KNOCKING"

The editor of the San Mateo Leader has heard that some enterprising merchants propose to place some advertising signs near the railroad between San Francisco and San Mateo; so he waxes wroth that these "hideous" sign boards, "so common in San Francisco," should be tolerated.

"Hideous" means horrid, appalling, etc.

Come, now, Mr. Editor, that really is not the proper word, is it? It is not the sign boards that make you see horrid and appalling things when you visit San Francisco, is it? Do not be frightened because somebody else is going to do some advertising business besides yourself. Your ad columns look healthy. Suppose heads of families should denounce them as "hideous" how would you like it?

But could you deny the charge?

On the fourth page of your paper you advertise three different cures for piles, with the symptoms set forth in a disgusting way. Then, in the ad headed "Dr. Foote and Staff," you publish slush that would befoul a sewer. In the last column you have an ad that no bill poster in California will allow on his boards, and beneath it you have an invitation to "ladies" (save the mark!) to commit child murder in its most cowardly form.

Go to, Mr. Editor, go to.

Instead of knocking others' business look after your own. Your ad columns are full, but there are many newspapers published in smaller places than the lovely town of San Mateo which can give you lessons in typographical arrangement and display.

Talk to your advertisers. Help them change their ads regularly. If they do not pay enough to justify the extra trouble charge them for it. Most of them will appreciate your interest and exertion in their behalf, and they will feel the benefit in better business. Tell your readers about the many attractive features of San Mateo County. You will have all you can do without knocking anybody, and will grow in business, influence and worth to your community, and your digestion will be better.

**EDW. A. COHEN, Window Cards**  
**759 MARKET ST.** TELEPHONE MAIN 372

## TURNING THE TABLES

Several San Francisco retail dealers have from time to time established branches across the bay. An Oakland firm sets an example which is liable to result in an increase of business for city papers. Possibly the San Francisco advertising is but the forerunner of San Francisco stores. The Olson Company, grocers, advertise their five stores of Oakland and Berkeley in the three San Francisco morning papers. Their ad first appeared Sunday, March 26th. Here it is:

**OLSON COMPANY Grocers**

SUNDAY, Mar. 26. New prices Wednesday

**No Liquors—just Good Groceries**

Ours are saving stores—  
 saving on the necessities of life.

Real economy in good quality and cash prices.

For instance:

Fancy Oregon Flour....75c  
 Silver Spray brand—50-lb sack.  
 Makes good bread.  
 Regular price 85c.

N. Y. Cream Cheese....12½c  
 Genuine Martins—that name is only on the best.  
 Never sold below 20c. 1b.

Deviled Ham.....3c  
 Three best Brands:  
 Kingan's—Rex—Libby's

Uncolored Japan Tea....35c  
 Fancy Spider Leg.  
 Our regular 50c. grade.

Straight Java & Mocha 30c  
 The best coffee we know of—and we know good coffee. We'll buy it back if it doesn't suit.

**SAVING STORES:**  
 9th & Washington, Oak. 7th & Wood, Oak.  
 1060 Washington, Oak. E. 12th & 13th Ave "  
 Shattuck Ave. & Alston Way, Berkeley

It tells a plain, straightforward story, and is so arranged typographically as to have a large measure of individuality. Owen did it.

## SOME COAST ADVERTISEMENTS

On the page opposite are reproduced some advertisements from California papers.

The Nap-a-tan shoe ad is from the Santa Rosa Press-Democrat. The border is rather clumsy, and gives a crowded appearance to the ad. But that is a minor defect. The text and general appearance ought to bring good results. The Press-Democrat office takes pains in its ad setting, which is no doubt a large reason why its columns look so healthy.

The advertisement of sliced bacon, as well as that for Ruhstaller beer, are from the Sacramento Bee. The first is good. Don't you wish you had some? The beer ad would be pretty good if set without the border or ornaments, and in plainer and smaller type, with more white around it and between the lines—that is, the wording is the only thing about it which is right. The same might also be said of the advertisement of Jevne, of Los Angeles. The text indicates ability on the part of the writer.

What is caramel cereal? Accepting the statement of this neatly set double-column ad, it is good of its kind. But it might (for all that appears to the contrary) be a sheep wash or a hoof ointment. The ad was probably written by some one in the store who knew all about it, but he is after the money of the person who does not know that caramel cereal is a substitute for coffee.

The advertisement of Lewis Bros. is from the Pleasanton Bulletin, a small local paper published in one of the many pretty towns of Alameda County. It fairly represents the quality of the advertising, which, though set in clear, bright type, is without any interesting features. This is the more surprising, from the fact that the Pleasanton Bulletin is one of the brightest of the country papers. It is full of newsy articles and items, and carries no unclean advertisements. C. S. White is the editor, and when he succeeds in getting his advertisers to take as much pains with their ads as he does with the reading columns he will have an ideal paper.

The Keeley Institute advertisement is a fair average of the good work being done for that concern by J. C. Newitt, of Los Angeles.

Togni, the grocer of San Jose, changes his ads often, and has the happy faculty of saying what he has to say, and then stopping.

The Freidman card is one of the many good ones which Owen has done for the six-story credit house.

Don't worry; better to smile and advertise.

## DISPLAYING TOBACCO PRODUCTS

M. A. Gunst & Co. are not slow to adopt new methods in their selling or advertising departments. They were the first to adopt in their retail stores the combined counter and show-cases. By means of glass tops and sides, various brands of their goods are displayed to good advantage, and the stores are made brighter. Recently they have placed in the fronts of their three stores handsome show-cases, the exhibits in which are aided by handsome cards and changed so often that the passer-by is moved to look for the next pretty display. Tobacco products are usually packed in attractive packages, and with but little trouble many dealers could much improve the appearance of their stands. The corner of Kearny and Morton Streets is a good example. Cohen writes the cards for Gunst.

It is a foregone conclusion that when the changes are completed for M. A. Gunst & Co. at the gore of Market and Ellis, it will be one of the handsomest retail corners in the city.

It is inconsistent to shout "Cheap, Cheap," in the same breath with finest and best.

IF YOU WISH TO ADVERTISE IN  
NEWSPAPERS

ANYWHERE AT ANYTIME CALL ON OR WRITE

## E. C. DAKE'S ADVERTISING AGENCY

64 & 65 MERCHANTS' EXCHANGE  
SAN FRANCISCO, CAL.

## Oakland Tribune

"Best paper in Oakland."—*Printers' Ink.*

## IT COVERS BERKELEY

*All Berkeley reads it.  
Circulation good—growing daily.*

ADVERTISERS SAY  
IT PAYS THEM

*Have some good space left—yours  
for a reasonable price.*

## WORLD-GAZETTE

BERKELEY, CAL.



Nap-a-Tan  
a  
p Shoes  
=  
a  
=  
\$2.50  
T  
a pair  
n

FOR WORKING  
MEN

Here's a shoe we can  
and do recommend to  
workmen. It has  
qualities that no others  
possess. It outwears  
all others. It never  
gets hard and stiff. Our  
customers have tried it.  
They recommend it to  
others. Ask your neigh-  
bor about it. They will  
say BUY A PAIR of

R.C. MOODEY  
& CO.

533 Fourth Street.  
Repairing at your own  
prices.

In  
Nice,  
Thin  
Slices

Good BACON is most de-  
licious. We sell it cut in  
such slices, at 20c per  
pound. At this price, he  
will buy enough for a  
small family and 10c will  
buy as much as six peo-  
ple would require. Cheaper  
than fresh meat. Try  
some.

AMERICAN CASH STORE

804-K, Cor. Eighth

H. JEVNE

Tea Technicalities.

There a thousand and one little points between the tea  
leaf in its natural state and your cup on the table. The  
picking, the sorting, the curing, the importing, the  
wholesale and the retail dealer, all have their many  
points of care to guard. Our teas are technically the  
best teas that money will buy.

Do YOU buy tea at Jevne's?

Smoke Jevne's Fine Cigars.

208-210 S. Spring St. Wilcox Building

Why Not Have the Best?

CARAMEL  
CEREAL  
IS THE BEST.

How do we know? Because it has been proven  
to be the best.

Awarded FIRST PRIZE at CALIFORNIA STATE  
FAIR at Sacramento 1898.

St. Helena Sanitarium Health Food Co.  
ST. HELENA, CAL.

B. J. Pope & Co., Gen. Agents for Stockton, Cal.

Lewis Bros.

Successors to Chas. H. Wise.

THIS IS THE PLACE TO GET YOUR  
TIN, GRANITE or ACATE WARE.

New Home Sewing Machine.

MAIN AND DIVISION STREETS

The making of new laws has ceased.  
What a fix we'd be in if law-making  
went on as steadily as the brewing of  
Ruhstaller's Gilt Edge Steam Beer.  
But then the people all want Gilt Edge.

When  
you have  
exhausted all  
your resources  
and decided that  
you cannot quit  
alcohol or drug  
using, take the  
Keeley. It will  
cure you. It has  
cured many thou-  
sands.

THE KEELEY INSTITUTES  
1170 Market Street, San Francisco,  
Dougherty Building.  
Lankershim Building, Third and Spruce  
Streets, Los Angeles.  
Fred A. Pollock, Manager.

One More  
Lad  
Good Potatoes  
Come Quick.  
Before  
They Are  
All  
Gone.

WOMEN'S Cash  
Grocery

Wholesale, 371 Red, People's 425

BUSCH'S STORES

Just Around the Corner,  
Buy Grocery, Tenth and William sts

"THE CREDIT HOUSE"

Six Stories High



For the library—book  
case and writing desk  
combined. Solid oak,  
highly polished. Bevel  
mirror, good writing lid,  
plenty of pigeon holes and  
shelves. \$12.50

Carefully packed and put on boat  
or cars free.

See advertisement in San Francisco papers  
(Sunday and Wednesday) for other articles.

M. FRIEDMAN & CO.,  
233 to 237 Post Street  
SAN FRANCISCO

# OUTDOOR DISPLAY ADVERTISING

## BILL POSTING IN SAN JOSE

Mr. Clarence A. Dorsey, formerly with A. S. Bacon, has been appointed manager of the Mercantile Posting and Advertising Co., of San Jose. This company covers San Jose and Santa Clara, and outlying suburbs, and since coming under the present proprietorship there has been considerable improvement both in the plant and the service.

Mr. Hall, lessee of the Victory Theater of San Jose, also manages the principal theaters in Stockton and Sacramento, and owing to his constantly increasing duties, was not able to give the bill posting, which he formerly owned, the time which it deserved. He has expressed himself as being glad of the relief afforded by disposing of that branch of his business. His experience in that regard is like that of many another theatrical manager, who has tried to do his own bill posting. As a rule, almost without exception, the bill-posting service, when managed by the owner of the theater, has been anything but satisfactory to general advertisers. Many shrewd manufacturers desiring to exploit their goods, refuse to post paper where the bill boards are under the control of the theaters. The reason given is that when a show comes along the commercial paper is covered, and it is seldom given the showing to which it is entitled.

Mr. Hall has reason to be proud of his success in the show line. The recent opening of the Victory Theater was flattering to himself and a cause of congratulation among the residents of the Garden City. He did a wise thing when he placed the bill posting in other hands.

Mr. Dorsey, the new manager, is a wide awake and strictly up-to-date business man, who is determined to place San Jose in the front rank, so far as outside display advertising goes.

The rate for bill posting in San Jose is seven cents per sheet per month, listed, protected and renewed, which is very reasonable for the service rendered.

According to the *Republican Register* of Galesburg, Ill., Messrs. Jacobi Bros. & Mack of that city recently advertised a Red Tag Sale in the local newspapers. A chance reader in Riverside, Cal., seeing the extraordinary bargain offerings, clipped the ad and sent it to the advertisers, enclosing a large order for various articles advertised.

## IN NEW YORK.

The latest attempt to throttle the bill-posting industry is being engineered by a New York alderman. This official has introduced a bill requiring all firms engaged in the business of posting bills to file a bond of \$1000, to insure the proper conduct of said business in so far as it relates to the erection of hoardings, to pay an annual license of \$250 for the privilege of existing, and another license of \$50 a year for each individual employee, and to purchase from the city 50-cent badges with which each employee shall be decorated.

The measure, moreover, provides that all advertising matter shall be submitted to a censor, who will see to it that the morals of Gotham (*the morals of Gotham!*) are not perverted by the appearance of objectionable pictures, etc.

It is needless to observe that this sublime specimen of idiotic law-making will scarcely become an active ordinance.—*Profitable Advertising.*

## A GOOD BILL-POSTING CONTRACT

The most complete line of bill posting ever contracted for in the history of the business is about to be placed by A. Van Beuren & Co., New York. The contract is with John Duncan's Sons, New York city, United States distributors of Lee & Perrin's Worcestershire Sauce. Five hundred and seventy cities in the United States are to be posted with an eight-sheet poster for a straight three months' run, listed, renewed and protected. Not a city or town has been left out where the service can be relied upon. The bill-posting end of it runs over \$38,000. It takes 45,000 stands to do the work, so that the complete service, including printing, will run close to \$50,000.—*The Bill Poster.*

F. E. Fitch, who for the past six years has directed the bill-posting business of the O. J. Gude Company, of New York, will sever his connection with that firm about July 1st.

Successful experiments have been made in Paris with a new bill-posting machine, which does away with the use of either a ladder or paste. It can be used to post bills at a height of fifty feet from the ground, and is being put into practical operation.

## The Mercantile Posting and Advertising Company . . .

(INCORPORATED)

This is a Home Corporation.  
It is thoroughly up to date.

It controls 10,000 linear feet of bill boards.  
It has correspondents all over the United States.  
It will take contracts for posting and advertising in all its branches.

OFFICE: ROOM 2 REA BUILDING, SAN JOSE, CAL.

## BILL POSTERS OF SOUTHERN CALIFORNIA ORGANIZE

The Southern California Bill Posters' Association was organized in Los Angeles, February 22d. The following firms were represented: J. D. Faris & Son, San Bernardino; Wilshire Posting Co., Los Angeles; Geo. F. Norton, Redlands; S. R. Jenkins, Santa Paula; Walter J. Stafford, San Barbara; Geo. E. Peters, Santa Ana; D. W. Coyle, Pasadena; C. N. Lee, Pomona.

The object of the association is mutual protection. All of its members belong to the Pacific Coast Bill Posters' Association, and will retain their membership therein, the new association being intended as an auxiliary of the Pacific Coast.

The following officers were elected: President, George E. Peters; Vice-President, C. M. Lee; Secretary, H. G. Wilshire.

A committee on constitution and by-laws was appointed, consisting of H. G. Wilshire, Geo. F. Norton, and D. W. Coyle.

The following towns were invited to unite with the organization, viz.: San Diego, Fresno, Bakersfield, Kern City, Anaheim, Fullerton, Orange, Riverside, Visalia, Ventura, Ontario.

It was unanimously agreed to adhere to a minimum rate of three cents per sheet by the week and five cents per sheet by the month for posting bills; theaters and circuses and paper already under contract excepted. The circus rate shall be three cents per week, with tickets extra; also, not to post paper that is given to any bill poster who is in competition against any of them, provided complaint is made of such action. Another meeting will be held.

The posters billed by Owens & Varney and Siebe & Green for Armand Cailleau are about the prettiest ever seen in San Francisco. They were painted by the first-mentioned firm.

The International Bill Posters' Association will meet in Indianapolis in July. The date has not been fixed. It is said that a kind of paste, warranted to poison goats, will come up for examination.—*National Advertiser*.

The New York Supreme Court has decided (*Reynolds v. Van Buren*) that mere advertisers who place advertisements upon a signboard upon the roof of a building, by virtue of what is called a lease of part of the roof, are mere licensees, not liable for damages caused by the falling of the sign in a high wind.

## A CHANGE FOR THE BETTER

The Call justly criticises the bulkiness of our Municipal Reports, and makes the very sensible suggestion that Clerk Russell of the Board of Supervisors use a blue pencil in revising and boiling down some of the most lengthy. The closing paragraph is as follows:

Why cannot the same thing be done with the swollen-out statement of the Auditor and the long-drawn statistics of the Superintendent of Streets? What readers of the Municipal Reports want for the most part is the necessary records of government—the bones after they have been picked, as it were. If there is any advertising to be done the officials should do it on the *dead walls or in the newspapers*.

It will not hurt the Call to make such generous recognition of other means of advertising than its own columns. But it was hardly to be expected that the efforts of the Ad Book should so soon be rewarded, and that a newspaper of the standing and advertising worth of the Call should, in enumerating ways of publicity, so magnanimously place another medium before newspapers is most gratifying.

## PLUMBERS AS ADVERTISERS

Not many plumbers advertise. Ickelheimer Bros., of No. 20 Geary Street, have for a long time been students of advertising, then believers, and now they have put their ideas into practice, as the following, from the Call, shows:

## WHEN YOU'RE BUILDING A HOUSE

Don't leave the selection of chandeliers until the last moment.

They're an important feature of your home—very important.

Our stock is the largest west of Chicago. Our prices the lowest anywhere; both wholesale and retail.

## ICKELHEIMER BROS.,

20 Geary Street,  
NEAR KEARNY.

Their ads, of which this is but a sample, are not of any stereotyped form. The Ad Book will watch the course of this advertising and report.

## A CLEVER DEVICE

Hecker's luncheon establishment, a swell New York resort for ladies, is sending out the following invitation, cleverly disguised as a note from one girl to another. The penmanship is faultlessly imitated. The scheme is a variation of a like device occasionally employed in other lines of business:—

DEAR ELEANOR.—Can you manage to meet me to-morrow to help me with a little shopping? I find I must run down town, and as I hate to shop alone I am going to ask you to join me. I'll tell you what we'll do. Meet me at Hecker's Luncheon and Afternoon Tea Room, at 931 Broadway, between Twenty-first and Twenty-second streets, at half past twelve, which will give us plenty of time to have a little chat. We can do the shopping afterwards. I want you to meet me at Hecker's as I think it is the cutest place in New York. They have the daintiest cooking and the loveliest service I ever saw.

I am writing this on a sheet of their own paper so that you can cut the monogram off for your collection. Isn't it pretty?

Sincerely, Helen.

—*National Advertiser.*

The Wertheimer Co., Battery Street, have made use of a novel method for forcing goods upon retail dealers. They are agents for cigars and cigarettes, and as a rule sell only to the trade. But for some time past they have kept some one article displayed in the window. While this certain article is on exhibition any one may purchase any quantity at retail. The show is changed from time to time, and only while the article is thus displayed is it purchasable at retail. Mr. Feintuch says that by this plan they have been enabled to stimulate the placing of the exhibited goods with dealers.

The Emporium windows are always attractive, because of skill in arrangement and frequent changes. Their Easter window is particularly noteworthy. In the center is a white cross, to which clings a female figure. In arched recesses are placed appropriate figures. The electric light effects are particularly good.

Hermon Lee Ensign, founder of the National Advertiser, died February 9th, at his home, 37 West Sixty-first street, New York, aged 48 years. He had been in delicate health for several months and lately he had been confined to his home, forbidden by his physician even to talk of business matters. He left a fortune of \$200,000.

## THE BUSINESS MAN

The business man's life is full of crosses and temptations. He comes into this world without his consent, goes out against his will, and the trip between the two extremities is exceedingly rocky. The rule of contraries is one of the important features of the trip. When he is little the big girls kiss him, and when he is big the little girls kiss him. If he raises a large family he is a chump, but if he raises a small check he is a thief and a fraud, and is shunned like a Chinaman with the seven-year itch. If he is poor, he is a bad manager; if he's rich, he's dishonest; if he's in politics, it's for pie; if he's out of politics, you can't tell where to place him, and he's no good to his country; if he don't give for charity, he's a stingy cuss and lives only for himself; if he dies young, there was a great future ahead of him; if he lives to an old age, he has missed his calling. He is introduced to this world by a doctor, and to the next world by the same process. The road is rocky but man likes to travel it.—*Exchange.*

Inis Sturgeon has sold the West Side Index, and announces himself as on the market for a position in some advertising department, either with a newspaper or in a business house.

The Grand Rapids (Mich.) Herald says: "The State Fair Board has decided to use better advertising hereafter, and will spend several thousand dollars in newspaper advertising."

Non-union employing printers of Kansas City propose to test the constitutionality of the city ordinance providing that public printing be let only to firms authorized to use the label adopted by the allied printing trades. Hearing of the case is set for April 16.—*Caxton Caveat*

Ventura county seed growers hold contracts for 150 carloads of seedmen's beans, which will go to Eastern dealers. And lots of them will come back to California people, who think that things from a distance are better than home products. But the Eastern seed sellers advertise.

The American Bill Posting and Advertising Co., of Chicago, Ill., claim to have practically lost contracts for \$50,000 worth of bill-board advertising, owing to the fact that the agents for McVicker's Theater have posted their announcements over those of other of its customers instead of confining themselves to their own space. An injunction has been granted the complainants by Judge Chetlain, preventing the theater company from interfering with the complainants.

# We ask the opportunity

of telling you of business people  
for whom we have distributed  
circulars, or booklets, or sam-  
ples, and who have pronounced  
the service and results satis-  
factory. That's better than  
appearing to boast of our work.

---

---

## Owens & Varney

( The Advertisers )

Distributors, Bill Posters and Street-car  
Advertisers

Market and Tenth Sts.

'Phone 9 South

San Francisco

# THE MODERN HIGH ART ILLUSTRATORS OF THE PACIFIC COAST.



**CUTS** FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

*Union* PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

PHONE MAIN 5303

## Publicity

Is the name of the popular English Monthly Magazine which succinctly places before its readers full and latest particulars of what cute advertisers are doing in all parts of the world. Articles on advertising by newspapers, magazines, cars, bill boards, distributing, menus, sandwichmen, signs, window displays, and all common sense forms of securing attention. Subscribers throughout Great Britain, America, Canada, India, Australia, and New Zealand. Fifty cents yearly.

*Morison's Advertising Agency*  
HULL, ENGLAND

## Printing done at Nevin's

means printing that will be a credit to your business, delivered as promised, and at prices as low as consistent with the use of right material and brainy help.

*C. W. Nevin & Co.*  
532 Commercial Street  
below Montgomery

To do good work at a fair price is aimed at and hit by the . . . . .

## MURDOCK PRESS

532 Clay Street

The AD BOOK is a sample of its output . . . . .

**PATRICK & CO.**  
RUBBER STAMPS  
STENCILS; SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.

# The Ad Book

## Fowler's Publicity

An encyclopedia of advertising and printing, and all that pertains to the public seeing side of Business. By Nath'l C. Fowler, Jr.

1000 pages, 2000 illustrations, 6000 ideas.

Present or intending subscribers to the AD BOOK, or advertisers, may obtain this work in cloth for \$7.50 cash.

Address,

Telephone 5589 Main

AD BOOK

1406 CALL BUILDING

◆

Advertising is my  
business.

I do nothing but  
advertising.

That's why I can do  
it better than one who  
has other things to do.

And cheaper.

I can't insure suc-  
cess, but I generally  
attain it.

I know what and  
how and where and  
when.

My services cost less  
than your mistakes.

FRED'K VAIL OWEN  
CALL BUILDING  
SAN FRANCISCO

◆

HAVE YOU SEEN OUR



## University Covers . .

NEW SHADES  
NEW FINISH

A MOST ATTRACTIVE  
COVER

SAMPLES AND PRICES  
ON APPLICATION

**BONESTELL & CO.**

ALL KINDS  
OF  
PAPER

401-403 SANSOME ST.

500-508 SACRAMENTO ST.

**ENORMOUS INCREASE OF SALES**

OF THE



**SMITH....  
PREMIER....  
TYPEWRITER**

ALL NEW TYPEWRITERS ARE ADOPTING THE  
IMPROVEMENTS OF THE

**SMITH PREMIER**

**RECENT SALES**

Alaska Treadwell Mining Co.; Pacific Mutual Life Insurance Co.; H. Dutard & Co.; Sanden Electric Belt Co.; Miller, Sloss & Scott; San Francisco & San Joaquin Valley R. R.; Western Union Telegraph Co.; Southern Pacific Co.; Smith's Cash Store; Germania Trust Co.; S. F. Savings Union; U. S. District Attorney; Italian-Swiss Colony; and others.

**L. & M. ALEXANDER & CO.**

**EXCLUSIVE PACIFIC COAST DEALERS  
SAN FRANCISCO, CAL.**

**Branches: PORTLAND LOS ANGELES SEATTLE**



# The Ad Book

A Monthly Exposition of  
Modern Advertising

Volume III

San Francisco, April 1, 1899

Number 7

Published on the 1st of every month, by the Ad Book Press. Ten cents a copy; \$1 a year, in advance. Subscriptions outside of North America, \$1.25, to include additional postage. U. S. 2-cent stamps taken.

## ADVERTISING RATES

On cover, \$50 a page; \$25 half-page; \$13 quarter-page.

Inside pages, \$25; half-page, \$13, quarter-page, \$7.

Less space, \$2 an inch, single column; 25 per cent additional for specified positions. Classified, 10 cents a line, nonpareil.

Publishers are free to use any material herein, provided credit is given to the writer and the Ad Book.

Contributors are requested to send in manuscript not later than the 15th of the month preceding issue.

Office, 1406 Call Building, Telephone Main 5589.

Edited by J. H. SIMPSON.

## A NEEDED REFORM

The Lord Chief Justice of the United Kingdom, Baron Russell, of Killowen, has introduced into the House of Lords a bill against illicit secret commissions. It makes the payment of such commissions a criminal offense. It is said to have received but a cold welcome by the Lord High Chancellor, Earl Halsbury, but for what reason does not appear.

The Lord Chief Justice would not be likely to propose such a bill were there not reason for it, and it is difficult to understand why it should not be earnestly supported by every honest business man.

There is need for such a law in the United States to kill a practice that attacks the very foundation of confidence and business honor. No matter how the proposition may be sugar-coated with plausible reasons and crafty excuses, when one party offers to the agent of another any inducement to influence the action of

such agent of which the latter would not dare to inform his principal, he offers a bribe, and the acceptor then and there is guilty of a cowardly betrayal of trust. In the cases of public officers the offer and the acceptance are crimes, both in England and in this country, and it were well to extend the provisions of the law to transactions between private parties.

The only cases in which an employee, whether he be working on salary or commission, is justified in accepting any reward from one with whom he is trading on behalf of his employer, is where the facts are known to his principal. Such cases are rare. "No man can serve two masters" is as true when applied to modern business as when the words were first spoken by the Man of Galilee. The one who accepts illicit commissions generally places himself in the power of the giver. Besides, he stabs his reputation, lowers his character, and makes merchandise of his honor.

And why should not the law brand him as a criminal and punish him for his crime?

Toledo, O., is about to ask for bids for street signs to the amount of about \$26,000.

First impressions go a long way towards shaping one's success or failure in life. The impression made upon business firms by the quality of printing upon the stationery used by an applicant for credit, or for some other favor, often determines the fate of the application. Neatly-printed stationery is the only sort that any business man can afford to use.

## THE GENESIS OF ADVERTISING

When newspapers were first published, their sole office was to present in a compact form the news and gossip of the community.

One day a man lost a brindle cow, and the thought struck him that if he made his loss known through the paper in his locality it might reach the eye of some one who could tell him where the cow was. He inserted the notice and through it he got back his cow.

A certain merchant hearing of this put in a notice as a news item that the good ship "Mary Anne" had arrived with a cargo of spices, teas, and rum, and that he would be glad for his neighbors to call and inspect the goods. This notice brought such good results that he went to the editor of the paper and said, "I will give you a shilling apiece for notices, for I find they are valuable." The editor agreed, and the first newspaper advertiser was born.

Others followed.

One day a bright man said to an editor, "I will go around and get advertisements for your paper from doctors, merchants and the like, if you will give me a commission for my labor. I will also make arrangements with two or three other papers in a like manner." The editor agreed and the man went to the pill-maker and said, "I am an advertising agent. I can save you the trouble of dealing with the several papers in the commonwealth and the expense of a trip, for I will take your order at the publisher's price and save you many a long stage trip." The plan worked. Others followed until there were several advertising agents.

Years passed and another bright man said to an advertiser, "I have a new plan. I get various commissions from the papers and have heretofore taken the commission for my compensation. Now if you will use more papers and larger space, I will take off all my commissions and add fifteen per cent. to the net amount. This will save you money." This plan worked, and the modern advertising agent was born.—*Boyce's Hustler*.

Rev. Fred George Cadwell, of Fort Worth, Kan., recently deplored the growing tendency to advertise Sunday services in the Saturday newspapers, saying that it has come to pass that unless a preacher advertises he need not expect an audience, and that if the present tendency continued it would be necessary to establish a new chair in our seminaries for learning how to make the best appearances in the newspapers.

## SAN FRANCISCO STREET-CAR TRAVEL

From the April number of the Street Railway Journal are taken the following figures, which will be of interest to advertisers who use street cars:—

City.	Population.	Yearly Gross Receipts Per Capita.
San Francisco . . . .	350,000	\$13.83
New York . . . . .	2,156,000	11.70
Boston . . . . .	788,000	11.56
Philadelphia . . . .	1,197,000	9.72
Brooklyn . . . . .	1,250,000	9.16
Chicago . . . . .	1,875,000	8.06

On investigation, it is seen that San Francisco has a very heavy density of traffic as compared with other cities of about the same size, but has a much greater mileage in proportion to its population than has New York. It is evident that the people of San Francisco are liberal in their patronage of the street railway systems.

One reason for the larger patronage of San Francisco street cars is that this city has many more hills than any of the cities represented in the above table; another is doubtless the comprehensive transfer system. Still another factor in the popularity of street-car travel in San Francisco is the uniform care and courtesy shown patrons by the employees of the various companies. Conductors and motormen are more than merely polite; for they exercise a self-restraint under trying circumstances which has won the respect of the public.

The American Advertising and Bill-Posting Company, Chicago, certified to an increase in capital stock from \$60,000 to \$72,000.

The Evening Post has made a big advance into the favor of working men and women by regularly publishing the latest news of the doings of trades unions and other information of interest to toilers. This paper has been granted the use of the Union label, which is printed at the head of the "Field of Labor" column.

The San Francisco Trade Journal frequently issues special editions. One of the most successful of these was the Cannery special, issued in March. Advertisers are charged no extra rate for these specials, which contain matter of particular interest to some branch of business. One of the features of the Cannery Edition was a full-page ad printed by the United States Printing Co. The center-piece was a peach. It was only paper and ink, but these were mixed with brains, and the result looked nice enough to eat. The bloom was perfection.

## A POOR IMITATION

The Pacific Coast agent for the Rambler bicycle has been doing considerable advertising lately in which the popularity as well as the price of that wheel has been very effectively set forth. Following is a good sample of his newspaper ads. It is copied from the Call:—

935 sold in MARCH.

**Rambler**  
BICYCLES

**\$40**

THOS. H. B. VARNEY, Market & 10th, S. F.  
Open Wednesday & Saturday evenings.

The border, though plain, is effective; one who reads the top line would be almost sure to regard the fact there stated as a powerful tribute to the worth of Ramblers; the name is set forth plainly, and the price, which is low for a good wheel, is more than ordinarily well displayed.

After these ads had run for several days, the following appeared in the Call:—

**CLEVELAND  
BICYCLES**

**\$40 and  
\$50**

**LEAVITT & BILL,**  
309 Larkin St.

Wheels sold on installments.  
Old Wheels taken in exchange.

Why is not this as good an ad as the one for the Rambler? In the first place, it is not so well displayed; because there is less white space inside of it; the black heavy border is not so effective. The name, though in larger type, is all in capitals, and is not so distinct as the other name, which is in lower-case letters, which are plainer, because of the irregularity of outline.

The similarity of style challenges comparison with the Rambler ad, and there is nothing to show why the reader should pay a bigger price. Note that we criticise the ad, not the machine.

Neither is there any reason to suppose that Messrs. Leavitt & Bill would not get up just as good an ad as that for Rambler, on more original lines.

The ethics of the medical profession forbid its members advertising, as that term is popularly understood. But doctors and dentists know that advertising helps business, and hence we sometimes see notices of meetings of fraternal societies signed by "Dr. So and So," with the title of the office he holds in the society appended. This is a violation of the ethics of most fraternal societies, as the general rule is that in relation to the society, or its members as such, each individual is privileged to use only such titles as pertain to the organization. Infractions of this rule are infrequent, but should be frowned upon whenever met with.

The management of Ætna Springs has made a departure this season, by advertising that well-known resort in the South. Arrangements have been made with the Los Angeles Times to carry the announcement. Fredk. Vail Owen, who managed the advertising so well last season, is still directing it. This is the first time a Northern California resort has been advertised in the other end of the State, most of such advertising having heretofore been restricted to San Francisco papers.

I believe that the best advertisement for a writer of advertising is the work he does.

The advertising of S. N. Wood & Co., and Newman & Levinson is written by me.

I have time enough to attend to the advertising of one more progressive firm.

**ROLLIN C. AYRES**

Writer and Designer of Advertising

Examiner Building

Telephone Red 91

SAN FRANCISCO

## MR. ARNOLD GOES EAST

In our last issue we noticed the fact that Edgar John Arnold had gone East for an extended period for the firm of Hale Bros., dry goods merchants of this city.

Mr. Arnold returned on the 18th inst., and it is now learned that he (by the courtesy of the firm of Hale Bros., releasing him from a contract under which he was engaged by them), has accepted the management of The Dry Goods Chronicle, of New York City, one of the strongest trade organs in the United States.

Mr. Arnold has, since he left the Call, filled the position of advertising manager for Goldberg, Bowen & Co.; later, was in the general field for himself, and then accepted the position as advertising manager for Hale's seven California stores, with headquarters in San Francisco. The training he has received on the Pacific Coast, and the strong houses he has had the honor to be associated with, has undoubtedly prompted the Eastern syndicate in giving Mr. Arnold control of such an important trade organ.

Upon being interviewed on the subject, Mr. Arnold stated that he was only able to take the position through the favor extended him by Messrs. Hale Bros., and he felt extremely grateful for the generous treatment and careful training he had received at the hands of this firm.

Mr. Arnold's advertising work upon the Pacific Coast has in all quarters received the most favorable comment, his dry goods advertising especially so; and while we sincerely regret that his energies will now be devoted to a wider field in the East, we can only congratulate him upon the enlarged opportunities he will enjoy. Mr. Arnold will be the youngest editor of such an important trade journal in the United States.

Mr. Arnold leaves for the East immediately.

## WHAT AN AD CONSISTS OF

The average merchant will get angry if you tell him you don't believe there are any good reasons why people should patronize him in preference to his competitors. Thus aroused, he will pour out reasons—good reasons, too—enough to fill a book. But it rarely occurs to the average merchant to give the public those reasons in his advertising. He doesn't seem to realize that such is the best sort of advertising—the only sort of advertising that is real advertising.—*Augusta (Ga.) Herald.*

John Wanamaker's advertising bills for 1898 are said to have been \$625,000, of which \$325,000 was spent for his New York store and \$300,000 for the one in Philadelphia.

## THE HU-MAN-IC SHOE

Hathaway, Soule & Harrington, of 113 Lincoln Street, Boston, recently began the manufacture of a new shoe, which they claim as being as absolutely perfect as can be. They made public an offer of a large sum of money for a suitable name. They received many suggestions, but none filled the bill, until the Star Advertising Agency (Hungerford & Darrell), of Washington, D. C., coined the word "Human-ic." The agency named has obtained a ten-year contract with the manufacturers to expend approximately \$50,000 a year for ten years in newspaper and trade journal advertising in pushing this shoe throughout America and foreign countries.

The Star Agency is now asking for rates for ten inches, every other day for one year, in the leading dailies.

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 "PROFITABLE ADVERTISING" BUYS  
"ART IN ADVERTISING"

Negotiations have been completed whereby "Profitable Advertising" becomes the owner of its former New York contemporary, "Art in Advertising," and commencing with the May issue, the two magazines will be consolidated under the suggestive title of "Profitable Advertising and Art in Advertising." This deal marks an important epoch in the onward progress of "The Advertisers' Trade Journal." It demonstrates the strength that has been acquired by "Profitable Advertising" in pursuing an independent and honest policy, and it is also indisputable evidence of the fact that this magazine has gotten to be among the foremost in its field. The paid-up subscription list to "Art in Advertising" will be carried by "Profitable Advertising" for the unexpired term.

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 BIG CONTRACTS IN SIGHT

The indications are that the medicine advertising this spring will be unusually heavy. Rumors are afloat that the J. C. Ayer Co. and the C. I. Hood Co. will increase their orders to an extent heretofore unheard of. Dr. Greene is understood to be preparing for a lively campaign, and the advertisements of Paine's celery compound in dailies of large circulation are to be conspicuous by their magnitude.

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The merchants of Austin have petitioned the Texas Legislature for a law against fraudulent advertising.

## A GOOD IDEA

The *Dunsmuir News* occasionally publishes a column of carefully prepared sample advertisements, with fictitious names and addresses. They are intended as hints to business people of Dunsmuir who do not advertise, but who, in the opinion of the publishers of the *News*, might do so with profit.

## WE DON'T USE GAS

By our method we positively guarantee to amputate hair without pain. The latest cuts —

—NEW YORK CLIP—  
—CHICAGO BANG—  
—FRISCO POMP—  
—Or HOBSON SHINGLE—

Agency for the Skyfugle Hair Renewer, warranted to grow glossy tresses on a bald-headed soup ladle, and produce a heavy mustache while you wait.

## BAY LEAF SHAVING PARLORS

Cataract Avenue, Old Chestnutville.

A SLUMP IN SUGAR

A SLUMP IN SUGAR

BRING A WHEELBARROW  
BRING A WHEELBARROW

30 POUNDS FOR \$1  
30 POUNDS FOR \$1

AT THE **OK** GROCERY  
AT THE **OK** GROCERY

Lower Tamarack Avenue.

## JUST A GLANCE

At the clothing that we make is sufficient to show you how much goodness you can get here for your money. We have a fine stock of spring and summer patterns, superior to any that have ever been shown in Kollisdale. Our work is perfect, and our prices are right. Let us have your order.

**CUT & FITEM,** DOWN-TO-DATE  
TAILORS,  
Kollisdale, Kal.

## BRUSHES

For all uses, from a tooth-brush to a whitewash-brush, a new and complete stock, made from the best materials

At the **EAGLE DRUG STORE**

Live Oak Avenue.

## YOU'LL BE SORRY

WHEN

## YOUR HOUSE BURNS

If it is not insured in a reliable company like the AURORA, VESUVIUS or SALAMANDER. I am resident agent for these old-established companies.

**RUBE RUSTLER**

Office in Kollis Block.

40

ONLY 40 CENTS A  
SQUARE FOR

40

## Creamery Butter

40

At the GEM Market,  
Chestnutville.

40

## TO LOVERS

Of stylish hats and bonnets, we desire to say that the new shapes for this spring and the coming summer are particularly attractive. We have the spring styles, and the summer fashions will be here on time.

**THE BANDBOX**

Sweetbrier Avenue.

## FRESH GARDEN SEEDS

A chromo given with each quarter's worth at the U. S. Grocery, Ash St.

10 PACKS FOR A NICKEL

## BE AS GOOD TO YOUR WIFE NOW

As when she was your sweetheart.

Take her and the children out for a

drive occasionally. They will ap-

preciate it, and it will do them

good. You can get the right kind

of a rig at a modest price at the

Multonoma Stables, 23 Castle Rock

Avenue, Kollisburg. Ring us up,

tell us what you want, and we will

"get there, Eli." Our phone is No.

351 of the Local Moonrise System.

Dressing rooms for accommodation

of lady patrons. AL. AJAX, Prop'r

## SHELF HARDWARE

Of standard manufacture and fully guaranteed is one of our new specialties, and we are offering it at prices that will surprise you, as we are satisfied with a profit of 15 per cent.

**THE ALGER-EGAN CO.**

Shady Row and Kollis Street.

## THREE WHO DON'T, BUT MIGHT

George Walcom has been for many years established in business in San Francisco. His line is furniture, carpets, and upholstery. He has never been a very extensive advertiser, as the word is generally understood. He doubts whether it would pay, because he does not carry so large a stock of furniture as do many others. The AD BOOK thinks, however, that it would be profitable to him to advertise that which he has to dispose of. His stock is not large, but is well selected. His business does not consist of sales of merchandise only, but of sales of skill, combined with personal attention. His store contains very many articles which go to make a home comfortable and attractive. He is an expert in so disposing of house furnishings as to get the best results, combining with large experience a wealth of taste and skill. People to whom the adornment of their homes, or offices, are a constant and pleasant study, would find in Mr. Walcom a competent coadjutor, who can turn a neglected corner into a beauty spot, or make of an odd space a most inviting "den." There are, doubtless, others who are similarly situated as to talent who would find profit in proper advertising—whether newspapers, booklets, catalogues, or other mediums would depend on individual circumstances. Properly dressed windows are also aids to business. The AD BOOK would be glad to publish the experience of small dealers in exploiting their wares or facilities.

Wilfert Bros. carry on business at Market Street, in pork produce and delicacies. They do not advertise to any appreciable extent. The store is always clean and the goods attractive. The windows might be used to much better advantage. They are generally occupied by part of the stock of hams and bacon, which seems to have been placed there temporarily for lack of room elsewhere. They might be properly utilized in making a display of hams, bacon, sausages, pickles, and other portions of the stock, which could be set forth in appetizing array. It seems to us the business might be very much increased by these means and by even a small volume of advertising in other directions. The stock is choice, and any promise that might be made in their advertisements would doubtless be kept. Two brothers constitute the firm, give personal attention to their business, and impress each visitor with their evident desire to accommodate and please. Here ought to be a good opportunity for the advertising man to make an advertiser.

L. E. Clawson & Co. have for many years carried on business in earthenware, chimney tops, etc., on one of the New City Hall lots running from Market Street to City Hall Avenue, opposite Leavenworth. The major part of the Market Street front was for a long time rented to other dealers. The City Hall Avenue frontage was taken up by bill boards. A few months ago Mr. Clawson erected shelves over the bill boards, on which he displayed specimens of his wares. Later, he used all of the front as an office and show room. One of the Market Street tenants moved a short time ago. Show windows were arranged for displaying earthenware of various patterns. The result has pleased Mr. Clawson so much that he declares that if the tenant on the other side of his driveway should move he would also use that store for the displaying of his products. He could make good use of show cards, such as Cohen prepares, to good advantage, informing the passers-by as to the uses and prices of different articles displayed. He has earthenware jars for storing food, wash trays, etc. He has quite a collection of bean pots, both the California (without lids), or Boston (with lids), styles. He has baking dishes of earthenware, which he claims will confine the juices and preserve the flavor of whatever is cooked therein. A small expenditure in show cards would add to the interest of his show windows, and doubtless increase his sales.

## A CLEVER ADAPTATION

Considerable advertising has been done recently in the East for Uneeda Biscuit, and it has attracted special attention, because of its bold display. The other week, in the New York Sun, appeared a clever display ad, seven inches deep, and extending across four columns, as follows:—

---

**You-need-a**  
**Biscuit**  
 Made With . . .  
**Royal Baking Powder**

---

In the Senatorial fight in Pennsylvania the Philadelphia Inquirer, in which Mr. Quay is said to be financially interested, has been almost the only paper to support him. By reason of its support of Quay and its attacks upon Mr. Wanamaker, Mr. Quay's foe, the Wanamaker advertising has been withdrawn, which is said to mean an annual loss of \$63,000 to the newspaper.

## SOME JAPAN ADVERTISERS' SIMILIES

The art of advertising is by no means a stranger to Japan. American advertisers might, perhaps, profit by a study of the methods of the Japanese. To give them the opportunity, we reproduce a few of the printed inducements of Oriental merchants, which appeared in a Tokio paper:—

"Goods dispatched as expeditiously as a cannon ball."

"Parcels done up with as much care as that bestowed on her husband by a loving wife."

"Paper tough as elephant's hide."

"The print of our books is clear as crystal; the matter elegant as a singing girl."

"Customers treated as politely as by the rival steamship companies."

"Silks and satins smooth as a lady's cheek and colored like the rainbow."

Edith—"Papa's mind is full of business all the time."

Mamma—"How does that trouble you?"

Edith—"Well, when Harry asked him for me, he said, 'Yes, take her away; and if she is n't up to our advertisement bring her back and exchange her.'"—*Farm and Fireside*.

## THE WORM TURNS

Once in a while the city paper will tell the country cousin out in the rural districts how to run a paper. The latest we have noticed is a roast given the country press for dunning their patrons through the paper, and claim that they should present a bill when due just like any other bill, says the Stanberry (Mo.) Herald. This all sounds well on paper and reads well. This may do for a city dude who wears a pair of Jersey cow-colored shoes and who sleeps on his pants at night to keep them creased, who sports lily-white hands, waxes his mustache, and wears a speckled shirt; but out in the rural districts, where a spade is called a spade, and where an editor has to do all kinds of work, from cleaning a spittoon to writing up dinners, it's different.

One of these dudes who writes advice for the country editor, if put out on an equality and made to hustle for a living, would starve in sixty days. Too many farms are run by advice from fellows who would not know one if they saw it, and the same class of fellows send out advice to the country editor.

Give the country editor a chance, plenty of elm wood and promises, and he will live fat and help to push the world along, while the fellow who writes advice from the city would, under the same circumstances, be in a poorhouse.

## FOR AN OUTING.....

VISIT ONE OF THE MANY MINERAL SPRING  
RESORTS ALONG THE

*The Picturesque  
Route of  
California*

**California . . . .**  
**Northwestern**  
**Railway Co.**

LESSEE OF SAN FRANCISCO AND NORTH PACIFIC RAILWAY COMPANY

WHERE THE FAMOUS MINERAL WATERS OF THE WORLD  
ARE DUPLICATED

*If you prefer the simple home life of the Ranch, free from fashion's restraints, there are many in our section from which to choose. But if you would rather the tent in some shady nook, near a lovely lake, or on the bank of some beautiful stream, remember such locations are numerous and free of charge.*

• • •

For detailed information, apply at Ticket Office, 650 Market Street (Chronicle Building), or at General Office, Mutual Life Building, Sansome and California Streets, San Francisco, Cal.

H. C. WHITING, Gen'l Manager

R. X. RYAN, Gen'l Pass. Agt.

## SOME GOOD, SOME OTHERWISE

The ad of Osgood, the drug cutter, in the *Oakland Enquirer*, came very near being a model one. But some one insisted on sticking in type ornaments where the white space would have been much more effective. The border does not help the ad. It is of such an eccentric kind, that instead of throwing the reading matter into relief, it confuses the sight. It might be called attractive; so might a pug dog, but it does not commend its owner to most people as a person of good taste or sense.

Geo. E. Marshall's small ad tells much in little space.

The M. & D. cigar ad is well composed and well set.

The ad of "The Fair," at San Jose, could have been improved by leaving out the words "The Fair" where they occur the second time, and putting more space before and after the price list.

The Kirk soap ad, from the *Chicago Tribune*, is as handsome a piece of newspaper typography as has appeared in many a day. Only two styles of type are used, but very effectively.

The Easefelt shoe ad, from the *Chronicle*, is well worded and neatly displayed, but somewhat contradictory. It is prominently set forth that all styles are four dollars per pair, and at the same time Oxfords are priced at three dollars and a half. But that does not hurt.

The Innes-Cripper Shoe Co.'s single-column ad, from the *Evening News*, of Los Angeles, is another good one.

That small space may be utilized to good advantage is proved by the two-inch card of Jno. Straub, of Sacramento.

The Mutual Benefit Life Insurance ad is from the *Kenton (O.) News-Republican*. This paper has a wide range of advertisers, secured by taking care that their advertisers' announcements are concisely worded and well displayed.

The card of Shelby, the horse shoer, is from the *Grass Valley Tidings-Telegraph*. In that town nearly every one in business advertises; changes are frequently made, and the advertising columns are, as a consequence, fresh and newsy.

What is the matter with the Blatz Beer advertisement? Everything. It is a crowded and illy-arranged collection of stale type faces. Nothing stands out in any prominence except the cuts, and they look like mere blotches of ink. Why will an advertiser of standing make such a wretched use of good space? The local agents

are distributing silver-plated match-boxes and up-to-date cork-screws to retailers who buy these goods.

## IS IT FAIR PLAY?

There is an understanding among reputable general advertisers that they are not to make direct attacks upon each other's goods. You may say that you manufacture the greatest nerve tonic on earth, if you think anybody will believe you, but you should not say that your medicine is many times better than Jones's nerve tonic. This comity among advertisers has been disregarded of late by a firm which puts forth the most readable advertisements in the business. One of these advertisements cautioned women against medicine represented as being the work of a woman. It was said that the woman in question was not a physician, and therefore not qualified to prescribe or to give advice.

## WHICH TOOTH, SIR?

I have heard many tales in my time concerning "present" shops, where almost all kinds of goods are given away with a pound of tea; but I must confess that the latest story is hard to beat. It recounts how a certain person went into a West-end grocer's shop, and was told by the assistant behind the counter that if he made his order up to a pound weight he could step into the parlor behind the shop and have a tooth extracted free of charge. I don't know whether the offer was embraced, but if this sort of thing "catches on," as the Yankees say, the ordinary dentist who charges a fee for his services may wake up one fine morning and, like Othello, find his occupation gone.—*The Ironmonger*.

## GOOD ADS

We can help you to WRITE YOUR OWN ADS, by bringing to your aid the best ideas and the brightest examples of practical advertising actually used by the most successful advertisers in your line of business.

We will send you

**50 GOOD ADS FOR \$1.00**

all bright, breezy, and up-to-date. They will give you many new ideas, and make your AD WRITING EASY.

**CONSOLIDATED.....**

**PRESS CLIPPING CO.**

**56 FIFTH AVE.**

**CHICAGO, ILL.**

# Osgood the Drug Cutter

7th and  
Broadway

Always, to the Front



We are the  
Leading Cutters  
on the Coast




Warner's Safe Cure - 90c  
Kilmer's Swamp Root - small 40c  
Kilmer's Swamp Root - large 80c  
Hood's Sarsaparilla - 70c  
Ayer's Sarsaparilla - 70c  
Joy's Sarsaparilla - 70c  
Syrup of Figs - 35c  
Castoria - 20c



## ..CIGARS..

In our Cigar De-  
partment all 12 1/2c  
Cigars sold at 10c.  
All 5c Cigars 6 for 25c



A  
Quarter  
Every  
Day  
for 6 months  
DIAMOND

results in this beautiful  
by our system of credits  
to individuals.  
Full 1/4 karat, round,  
white and perfect.  
Good thing to lay by  
for a rainy day.

GEO. E. MARSHALL,

## "Give Me a Good Cigar

For a nickel," said  
the consumer. And  
the dealer replied:  
"All right, sir, here  
you are—the best, an

# M. & D.

It's Cuban made,  
Havana, filled and  
you'll like it very  
much." Any other  
dealer will say the  
same.

Mebius & Drescher,  
DISTRIBUTORS,  
Sacramento, California.

## Special Prices To-Day at "The Fair"

We offer

Picnic Hams.....5c pound  
New Breakfast Bacon.....10c pound  
Regular 12 1/2c goods.  
Heavy Bacon.....9c pound  
18 pounds best white Sugar for.....\$1.00  
Golden Gate Flour.....\$1.00 sack  
The best in the market.

## "The Fair"

Agents for genuine  
Bartlett Water and  
Cementite, the new calamine.  
71-79 S. Second St.

# KIRK'S AMERICAN FAMILY SOAP

contains nothing but pure, sweet tallow, and is  
the very embodiment of all the skill and experi-  
ence learned in sixty years' successful soap mak-  
ing. SAVE AMERICAN FAMILY WRAP-  
PERS; YOU CAN EXCHANGE THEM  
FOR a VALUABLE LINE of PREMIUMS.

JAS. S. KIRK & CO., ESTABLISHED 1839.

P.S.—Use White Cloud Soap for Toilet and Bath. Most  
modern of all Floating Soaps. Save the wrappers. Premium  
list mailed on application.

For nearly half a cen-  
tury we have been making  
and selling to the best  
trade the highest grade  
women's shoes in the world.  
With our experience in this  
line we have been able to  
reduce the cost of a high  
grade shoe to a minimum.  
The price of \$4.00 is today  
recognized as the fairest



**Easefelt**  
TRADE MARK  
The Perfect Shoe  
FOR WOMEN

one should pay for the  
best shoes made. The  
"Easefelt" shoes for wo-  
men are \$4.00 per pair—  
all styles.

Sommer & Kaufmann,  
28 KERNY ST., S. F.

\$4.00  
All Styles.



## Men's Shoes

No one sells  
quite as good as  
we do for—

# \$3.50

INNES-CRIPPEN  
SHOE CO.,

258 South Broadway,  
231 W. Third Street.

## Be on time!

To be in the swim  
you shouldn't  
fail to have us  
make you a  
Spring suit. You  
pay no more and  
get the very best.  
Our customers will tell you so.

JNO. STRAUBE, 819 K St.  
Men's Tailoring.

## The Mutual Benefit

Life Insurance Company pays  
larger dividends than any other  
life insurance company in the  
world—Now, if you want  
the best insurance, get a policy in  
the Mutual Life Insurance  
Company and you'll be making  
a good investment.

Anson Norton,  
Agent, office North Detroit St.

## THE BEST SHOEING No Jobbing

is building up a big business  
for—

--SHELBY--  
Lower Main Street.

THE PROOF OF THE BEER  
like the proverbial pudding,  
is the partaking thereof.  
**Blatz** THE STAR  
MILWAUKEE BEER  
promptly proves its high qual-  
ity to the consumer.

See that **Blatz** is on the cork.

Highest Awards at Trans-Atlantic and  
International Expositions, 1893.

Booklet about brewing mailed  
for the asking.



Vol. Blatz Brewing Co.  
Milwaukee, U. S. A.

SAN FRANCISCO  
BRANCH:

LOUIS CATTEN & SON  
Wholesale Dealers  
416 to 418  
Sacramento Street.

## SHOW WINDOW ADVERTISING

### STRIKING MILLINERY DISPLAY

Among those windows especially noticeable for their displays we have to note that of Hale Bros., last week. It was not a large window, but might be called a concentrated essence of good taste. It was the window at 947 Market Street, at the extreme west end of their store. The back ground was of quilted sateen, with an edging and border of shirred cheese cloth. The whole was overlaid with delicate lace, allowing at spaces a peep at the electric lights. The floor was laid with green denim of a rich shade. There was a display in this window of six hats in three tiers. The effect was one of supreme simplicity, yet extremely striking. The center hat was a swell leghorn, with fancy tucked edging of chiffon, trimmed elaborately with double-face ribbon, satin braid, three elegant plumes, French roses at the back, and to this was added a dainty French chic in the shape of chiffon ties. This window attracted a deal of attention, although it did not equal in drawing power the "Rock of Ages" window this firm had in at Easter-tide.

### CORN CURE WINDOW.

Fill bottom of window with sand, and place therein a pig a few weeks old. Display around the window your different brands of "Corn Cure." Hang card in center of window bearing this inscription printed in black: "A Corn Remover." If you are pushing some particular brand, arrange around the window this brand with the inscription on the card reading: "A Corn Remover. Blank's Magic Corn Salve Removes the Corn."—*Harman's Journal of Window Dressing.*

Here is an advertisement that recently appeared in a Washington city paper:—

The United States Government will soon require in Washington the services of from 2,000 to 3,000 clerks on the twelfth decennial census. Salaries large for the kind of work, at least two or three times those paid by private establishments; vacations, holidays, and sick leave in abundance; requirements slight; examination farcical. Let no one, on account of age, infirmity, or neglected early education, hesitate to apply. Address your Senators and Representatives at once.

Dr. Talmage says that the paper whose columns overflow with advertisements of business men has more influence in attracting attention to and building up a town than any other agency that can be employed.

### ATTRACTIVE DRUG-STORE WINDOWS

The windows of Boericke & Runyon's Homeopathic Pharmacy, 231 Sutter Street, are used to good advantage and are always interesting. It is not an easy task to make an attractive display of quart and pint bottles; but here recently one of the windows was made gay with a show of quart and pint bottles of B. & R. Concord Grape Juice. The bottles were carelessly strewn in the window, and intermingled with green huckleberry branches. The green branches at this time of year give it a spring look, and combined nicely with the color of the juice. The display cost but the price of the green branches. It received much attention.

In the other window was an object lesson to coffee drinkers. In the back of the window were a number of cans of a homeopathic substitute for coffee. In the foreground was shown a cup of ordinary coffee; near it was about two grains of caffeine, and the legend, "This cup of coffee contains this amount of caffeine. Homeopathic coffee contains no caffeine, and there is no difference between it and coffee in taste, appearance, or price." These window displays are changed frequently.

Lundy, the jeweler on the Third Street side of the Call building, has the happy faculty of so arranging his windows, that, though not large, show off a great many articles without appearing to be crowded. They are always pretty.

### ONE DEFECT IN INSURANCE ADVERTISING

How are the companies telling the people what they have to give them?

They set forth the necessity and advantages of life insurance, and seek to make it plain to the meanest comprehension by means of last year's financial statement and a list of the officers and directors and trustees of the company in big type, the president's name leading all the rest in display; then come the vice-presidents to the second and third degree; then the secretary; and finally, as a special and local privilege to the agent—if he be a good agent—he may add his name and address also.

Suppose Pears's Soap was advertised like that, the firm would need to have two millions of drummers continually on the road (working on commission) to counteract the effects of advertising.—*Insurance Press.*

## HEART-FELT TESTIMONIAL

I take off my fedora to the earnest souls out in Illinois who, in the sacred name of Pure and Undeified Womanhood, object to female figures in advertising. Keep it up, sisters. Do not stop with the grinning disgrace to her sex whose rounded calves flash upon us from the bill boards. Be not content with suppressing the generous revelations of the concert-hall Circe. Make the unabashed Phryne of the magazines wear a sealskin jacket between her corset and her satin halftone bosom. No, no, untterrified champions of an unpolluted household; don't stop here. Demand, no less upon aesthetic than upon moral grounds, the abolition of the woman who gives testimonials to makers of patent medicines. You know her, my pure-minded friends. Her cross-hatched features seem indeed to be hewn from old cheese. Her hair has the sinuous seductiveness of telephone wire, and her gown is a crime against good dressmaking. She usually says that seventy-six bottles of Dr. Foolfleece's dandelion distillation made her "feel like another woman." Also, that no mortal skill could make her look like one! Alas, also, for the conscientiousness of the artist, who would not soften a single line of ugliness. The patent medicine woman frequently remarks that she has "been snatched from the arms of death." I have no doubt that the king of terrors gave her up resignedly, not to say cheerfully. Let us get rid of this dreadful creature, ladies, and we shall not mourn if the Aphrodite in sanitary underclothes continues to entice us in our own favorite magazines.—"*Adam Faker*" in *National Advertiser*.

## A PARCEL-DELIVERY SCHEME

A company has been organized in St. Louis for the purpose of delivering parcels for the stores in that city. The capital stock is to be \$50,000. The incorporators believe that they can deliver goods for merchants cheaper than the latter can do it themselves with their own delivery systems. It is stated that several of the large department stores and other retail concerns in St. Louis have promised business to the company. The company will have a central depot in the heart of the business district, to which all parcels will be taken from the stores by wagons operated for the purpose. At the depot the parcels will be sorted according to their destination. This will facilitate delivery, as one wagon can deliver all the parcels in its particular district.

The company will operate on a cash basis, and will not keep any books. It will have a stamp system, and the charges for delivery of parcels will be uniform. Payments will be made by stamp, customers of the concern placing a stamp on each parcel of goods to be delivered.—*Ex.*

The latest means of advertising theaters in London is to send up stationary balloons at night with large letters printed on the outside and electric lights within.

## EVENING PAPERS FOR ADVERTISING

Because it conveys the opinion of one whose words ought to have weight, the following letter is given space:

NEW YORK, February 7, 1899.

*Publisher the Evening News, Tacoma, Wash.:*

DEAR SIR: Answering your letter of recent date in which you ask me which I consider the most valuable as an advertising medium—the evening paper or the morning newspaper, I will say that a great deal depends on whether the advertiser is catering to the popular trade, or to what is generally designated as "the classes." If the advertiser's trade is with the wealthier class, then I should say that the morning newspaper is quite as good as the evening paper. On the other hand, if the advertiser desires to secure the trade of the laborer, the mechanic, the clerk, etc., who has hardly time to read even the most important news on his way to work in the morning, to say nothing of reading advertisements, and who seldom finds time to do any more reading of that nature until he returns home in the evening, I should most emphatically declare the evening paper the best advertising medium. In the evening the mechanic or clerk has ample time, as a rule, to read his evening paper, and to discuss with his wife any interesting news, attractive offers or advertisements he may find in its columns, and to come to a definite conclusion as to just where to buy. The experience of a great many years confirms this belief, and in our own business we are now confining ourselves almost exclusively to the use of evening papers, with the most gratifying results. I am prepared to make the unqualified statement that any business house doing business on a strictly cash basis and not catering to the popular trade, should confine its advertising to the evening papers, wherever it can do so.

Yours very truly,

PHILIP A. CONNE,

Advertising Manager Siegel-Cooper Co.

A Brooklyn, N. Y. dry goods house, upon enlarging its store, advertised all the names of its new clerks and heads of departments, the idea being to draw the trade which had formerly dealt through these sales people with their stores.

An American newspaper named Freedom has been started in Manila. There is no telegraph news. The local matter includes obituaries of soldiers, announcements of large meetings, report of a baseball game and a band concert programme. There is a pretty good showing of advertisements, some of the native merchants buying space. A display of Schlitz beer gives the paper a homelike American look. Freedom is published twice a week.—*National Advertiser*.

Mail Orders is the name of a new weekly journal edited and published in New York, by Alfred Meyer, and devoted to the interest of the mail-order business. It is neatly printed, in a convenient form.

## KNOWN RESULTS

The AD BOOK is always glad to receive from advertisers the story of their methods, especially when accompanied by a statement of results. Here is an account of the experience of an advertiser who used a method which has the advantage of small outlay; besides it is within the power of the user to stop at any time. But, best of all, it has proved effective:

SAN FRANCISCO, March 27, 1899.

EDITOR AD BOOK: There appeared in the AD BOOK of July, '97, an article by Mr. Frederick Vail Owen, describing the novel method of advertising used by the Sterling Furniture Company. The idea itself, Mr. Owen said, was an old one, but the constant changing of the ads and publishing "store news," gave it novelty. The article was in the form of an interview with Mr. J. Frank Mullen, who was then directing the advertising of the Sterling Company, as also that of the California Furniture Company.

The Sterling Furniture Company had changed hands. The new management were alive to the fact that unusual methods were necessary to put the business on a paying basis. Many advertising schemes were considered; few were practical—expense being the great obstacle.

Some one hit on the happy idea of sign bulletins. The store was on the main thoroughfare, throngs passing up and down. Every car of the largest street railway system in the city *had* to stop directly in front of the door before proceeding westward over the McAllister Street switch. Expense considered, this system seemed to reach the widest circle of readers, and best of all, the arguments were put to them when they were at the very door, and only had to step inside to prove or disprove. It was making "the mountain come to Mohammed."

Probably it was not considered at the time as a permanent plan, but as a means to create interest for a few months. The bulletins were placed one above and one below each show window. They were made of muslin, tacked on light frames,  $3\frac{1}{2} \times 13\frac{1}{2}$  feet, a neat molding surrounding. Pictures were necessary to good advertising, so another frame was placed over the door. This one was  $6 \times 12$  feet, large enough to picture most any piece of furniture actual size. Then come the ads—they were painted on white paper, and pasted on the bulletins every morning. A lower-case Roman letter was used—something on the style of devienne—black ink, of course; pictures in colors.

Many advertisers are acquainted with Mr. Mullen's work, and know the convincing and decisive style of his ads. The first ad to appear read simply, "Miles and Miles of Carpets." Price was to be considered, but by no means was it to be the ruling factor. "Store news," anything relating to the business methods—the treatment of customers—was to vie with price. Price will sell anything, if you make it small enough, but it may not gain much popularity for the store.

At the end of six months trade had increased considerable. The managers were pleased, and decided to continue. The scheme has now been

in operation just twenty-seven months, and aside from a few posters placed on the bill boards occasionally no other medium has been used. Sales have increased—well, no matter just what per cent—results are flattering. But while the ads may be good, and we have proof positive of results, there are other reasons for the increase of business. The first one is the store has kept in advance of its advertising.

The stock has been increased, not to meet, but to anticipate the increased trade. Entire departments have been added. Everything has been done for the convenience and accommodation of patrons. This in itself is good advertising.

I have now had charge of the advertising for nearly a year, Mr. Mullen leaving on account of ill health. Thanks to him, I have had an excellent foundation to work on, and hope the reputation for good advertising borne by the store will not suffer in my hands.

It has been proven day after day that a demand for almost any article in the store can be created by a carefully worded ad placed on these bulletins. And as to posters, I know that we did a very nice Christmas trade, and believe it was largely due to one hundred posters placed for us by Messrs. Owens and Varney.

EDGAR H. DUNN.

## ORIGIN OF "HOARDINGS"

This is the correct name for boards or fences upon which posters are pasted or hung. The word was originally applied to the board structure, with roof, built on the top of the walls of the old mediæval fort or castle to protect the archer and give him a good opportunity to shoot or throw stones on the enemy. From the ruins of these old fastnesses the term got to be applied to any old decayed wooden building, and was used by Dickens in his novels. The transition from the old ruin or abandoned structure, so handy for the billsticker, to the modern well-built bill board, is obvious and interesting.—*Inland Printer*.

FROM ALL "KNOCKERS," LORD  
DELIVER US!

What would have been of more benefit to the State than the Signature Bill would have been a law to suppress "knockers." Sacramento, particularly, is sadly in need of some such protection, for the "knocker" is ever present with his "hammer," awaiting an opportunity to give our fair city a rap on the slightest provocation.

Speed the day when there may be a law to knock the "knocker."—Thomas Alonzo Cody, in *Sacramento Bee*.

Are you interested in stock cuts for newspaper use—any business? Get our catalogues. Barnes-Crosby Co., 108 La Salle St., Chicago, Ill.

## A POOR AD

**Hark, the herald Angels  
sing  
Park Cigars are just the  
thing  
Fresh and fragrant, sweet  
and mild,  
A barrel of them would n't  
hurt a child.**

Because the first proposition is a poor parody on an old joke, and asks altogether too much of the ordinary imagination. Besides, if it is true that a barrel of them would not hurt a child, they must be so weak as not to be recognized as a product of tobacco.

## A TAILOR'S CLEVER SCHEME

A Chicago tailor imagined it would be a clever way of advertising to mail with his circular his personal check for seven cents, as compensation for the time spent in the perusal of his advertising. He had mailed over 100,000 of them, when he was notified by the Collector of Internal Revenue that he was liable to taxation of two cents on each check. The check scheme was promptly snuffed.

I have heard many merchants say, "It does n't pay to advertise—people don't read them—I never read an advertisement in my life." That's no proof—because you are blind, or foolish, or untruthful, proves nothing against your neighbor. Most people read advertisements. All merchants should read advertisements. Advertising is a part of your business. You should know all parts of your business. You should study advertising. If you are up-to-date, you will read every advertisement your competitor has published, and you will study the ads of other lines of business. You should do this, whether you advertise or not. The advertising men are usually the successful men, and you may get some good pointers.—Guy U. Hardy, of the *Cañon City Recorder*.

Derma Cura, a medicated olive oil soap, will be extensively advertised in this country this year. This soap is one of great merit and is sold at popular prices. Phillips & Co., St. James Building, New York, will handle all their advertising. They will also handle the advertising of several other first-class houses: George C. Benjamin, Hotel Empire, a well-known cigarette concern, and Mariani & Co.

Selling below cost closes the store; pretending to do so cheats the customer.—*Printers' Ink*.

## WINTER HOMES OF THE CIRCUSES

Great Wallace Shows, B. E. Wallace, proprietor, Peru, Ind.

Sells-Forepaugh Shows, S. H. Barrett, general agent, Columbus, O.

Pawnee Bill Wild West, Major Gordon W. Lellie, proprietor, North Vernon, Ind.

Harriss's Nickel Plate Shows, C. C. Wilson, general agent, Macon, Ga.

Great La Pearl Shows, H. W. Lick, general agent, Hastings, Mich.

Lemen Bros., Argentine, Kan.

Walter L. Main's Great Shows, Wm. Sells, general agent, Geneva, O.

Ringling Bros. World's Greatest Shows, Baraboo, Wis.

Barnum & Baily Shows, London, England. Address Louis E. Cooke, Newark, N. J.

Buffalo Bill's Wild West, Louis E. Cooke, general agent, 1193 Broadway, New York.

The John Robinson Shows, Oliver Scott, general agent, Terrace Pk., Hamilton County, Ohio.

Campbell Bros., Fairbury, Neb.

Sun Bros., Norfolk, Va.

Gollmar Bros., Baraboo, Wis.

Sig. Sautelle, Syracuse, N. Y.

Mexican Bell, Medina, N. Y.

McCormick Bros., Gallipolis, O.

F. J. Taylor, Creston, Iowa.

J. E. Warner, Lansing, Mich.

Captain W. D. Ament, Birmingham, Ala.

Welsh Bros., Lancaster, Pa.

Winternute Bros., Hebron, Wis.

Goodrich Shows, Sig. Zano, proprietor, Bridgeport, Conn.

Sipe & Blake, Kokomo, Ind.

Norris Bros., San Antonio, Tex.

Prof. Gentry, No. 1, Houston, Tex.

Prof. Gentry, No. 2, Bloomington, Ind.

Cooper & Co., Cincinnati, O.

J. H. Sparks, Whitehaven, Pa.

Bonheur Bros., What Cheer, Iowa.

M. V. B. Wizom, Bancroft, Mich.

Leavitt & Seamon, Tampa, Fla.

E. Haag, Le Compte, La.

Bob Hunting, Chester, Pa.—*Caxton Caveat*.

## IF YOU WISH TO ADVERTISE IN NEWSPAPERS

ANYWHERE AT ANYTIME CALL ON OR WRITE

### E. C. DAKE'S ADVERTISING AGENCY

64 & 65 MERCHANTS' EXCHANGE  
SAN FRANCISCO, CAL.

## Oakland Tribune

"Best paper in Oakland."—*Printers' Ink*.

# OUTDOOR DISPLAY ADVERTISING

## NO OPPOSITION AT PASADENA

The Pasadena Bill-Posting Company has bought out their opposition, which gives them 4,000 running feet of tongue-grooved lumber, ten feet high, beside dead walls, eight-sheet and three-sheet boards, with double deck signs, advertising local merchants. The Pasadena Bill Posting Company is now controlling the largest plant in the United States for a city of 15,000 population.

Prior to this purchase, the Pasadena Bill-Posting Company, of which D. W. Coyle is manager, had a splendid plant. It included thirty-one boards, ten feet high, of which twenty-four were on electric car lines. One is 150 feet long; one, 125 feet; fifteen, fifty feet long. Besides, this company has twenty eight-sheet boards, seventy-five three-sheet boards, and can post 200 single sheets on dead walls and other "jump-ons." Pasadena, including North and South Pasadena, has a population of 15,000, and is one of the most progressive cities of the South. Mr. Coyle is energetic and reliable, and has a great many steady customers as a result. When an advertiser sends paper to Pasadena he is sure that it will go up when and where agreed upon. The Pasadena company is a member of the Associated Bill-Posters' Association, as well as of the Pacific Coast Association.

## NEW POSTER-PRINTING FIRM

Eugene Hoeber and J. R. Roche, for many years employed by the Francis-Valentine Printing Co., have purchased the splendid poster-printing plant formerly owned by that company, and will conduct that branch of the printing business under the old name. They are both good printers, both hustlers, and both square in their dealings. These qualities ought to make a place for them in San Francisco.

A newspaper may refuse any advertisement and all advertisements and retain second-class mail privileges. The United States Government does not dictate to a publisher how he shall do business.

A representative of the B. T. Babbitt Co., of New York, denies that that corporation has any intention of joining the soap trust. According to dispatches from Chicago the purpose of the trust is to raise prices of soap. If the plan is carried out there will be a capitalization of nearly \$75,000,000.

## UNJUST AND INCONSISTENT

There is a great deal said and a great deal written these days about the "hideousness" of the bill-board, its defacement of the landscape, and the desirability of its absolute exclusion; but after all the facts have been considered, there does not appear to us to be a reasonable provocation for this outburst, any more than there is for an assault on other forms of advertising.

In the first place, the charges brought against the bill-board do not bear upon their face the imprint of justice. Its "hideousness" exists only in the eye of the space-writer and the crank, for the designs with which poster advertisers seek to attract the attention of the public are artistic to a high degree. In fact, they are far more pleasing than hundreds of the advertising cuts published in the newspapers, many of which are eyesores in very truth. And as to defacing the landscape, we venture to assert that the bill-board is no greater a disfigurement than the thousand of freakish houses and unsightly fences that are seen throughout the country.

Then, too, the whole scheme of publicity is a part and parcel of the commercial era in which we find ourselves, and there is no use quarreling with what is a mere incident in its development. True, the bill-board is prosaic—exceedingly prosaic. But to what point of the compass can we turn ourselves to-day and not find some form of prosaicism staring us in the face? The public itself has made the world prosaic. The public has compelled nature to give it of her stores, and it has made of them mediums of gain. Then why should it, with much ramping and raging, seek to exempt the landscape, so valuable for the exploitation of enterprise, from the general desecration?

It is an unwritten law of commerce, that all business methods which are honorable and profitable are legitimate; and no one will deny that the utilization of the bill-board is both honorable and profitable. Therefore, there can exist no reasons for its banishment except sentimental reasons, which have no place in the life of the world to-day.—*Profitable Advertising.*

The Anheuser-Busch Brewing Association, of St. Louis, have renewed their arrangements with Lord & Thomas, Chicago, for placing all their advertising.

## NEW FOR YOU.

Your posters will talk to 30,000 money-spending people in San Jose, if you will use our boards.

MERCANTILE POSTING AND ADVERTISING CO.

ROOM 2, REA BUILDING

SAN JOSE, CAL.

## A TRUST IN ADVERTISING BRAINS

The American Society of National Advertisers, recently formed in Chicago, is a close corporation of men who engineer the largest advertising contracts in the United States. It is limited to one individual in each line of competitive business, each of whom attends to the spending of \$50,000 or more a year in advertising—a body of men who are agents of concerns whose aggregate capital runs into the hundreds of millions.

It is a unique organization. Advertising societies are not new—as, for example, the Sphinx Club, of New York City, whose membership is made up of a large number of the most prominent national advertisers, but unlike the organization just perfected in Chicago, the Sphinx admits any number of men or firms engaged along the same lines of business.

The object of the association is to give all the members the benefit of the ideas of all the rest; and it is for this reason that no rivals in the same lines of business are to be admitted. One man from each rank of mercantile life is chosen and his name debated upon by all the members. Should one man object, he is not admitted. The strictness of the rules of the organization is shown by the fact that no man who includes even two lines in his business can be admitted if there is already a representative of any of those lines already within the society; and the \$50,000 line serves to admit only the very largest specialists. Great care has been taken in completing the membership. In fact, the organization has progressed only so far as to admit twenty-five or thirty members thus far. Of the latest members to join have been the Pope Manufacturing Company; Parke, Davis & Co., the Detroit manufacturing chemists; the makers of "Van Camp's Pork and Beans," and the Northwestern Yeast Company. The admission of these companies thus forever excludes other bicycle makers, chemists, pork and beans men, and yeast manufacturers.

It is agreed by each member that should he change his line of business to go into a line which is already covered by membership in the society, he will at once cease to be a member, it being the intention and purpose of the society to limit the membership exclusively and perpetually to one man in each line of competitive business, in order that a full, free and frank discussion of all plans and methods of advertising with which each is familiar may become the property of and accrue to the benefit of all of the members.

The society is to be an intensely personal affair; not the firm, but the man who actually spends the firm's money for advertising, is the one whose name is entered on the roll. What the men want is the benefit of each other's brains; prestige of a firm is not considered. Methods, not prices, are to figure. Whether the bill board, the periodical, the advertisement on rocks and fences is the most effective way of setting forth the merits of wares—whether dodgers, signs, pocket books, memorandum books, or other trinkets are surest of winning trade—whether attractive displays in lithographic prints or simply printed straightaway statements; these and kindred subjects are to be the topics of discussion at the meetings. Any member who in the least violates his obligations shall be promptly expelled from membership.

Five well-known advertisers form the executive committee of the new association—F. W. Gardner, H. L. Kramer, E. B. Mower, T. W. Crosby, and J. R. Kathrens. Mr. Gardner, the chairman of the association, is the originator of the famous "Garland stoves and ranges" advertisement of the Michigan Stove Company, of which concern he is the Western manager and director. He is a recognized authority in the advertising world, in which he has been a figure for twenty-five years; yet he professes that he is not an expert, but says he is "only a student."

Mr. Kramer, the vice-chairman, is the "Cascarets" and "Magno Mud Baths" man, whose bill-board and street-car advertising has given his wares wide vogue. Mr. Mower, chairman of the executive committee, is author of the "Quaker Oats" advertisements. Mr. Crosby, secretary, exploits "Cottolene," "Gold Dust," and "Fairy Soap" before the public. Mr. Kathrens, of Milwaukee, is at the head of the advertising department of the Pabst Brewing Company, and his ideas have been followed in the various advertisements of "Pabst Beer" and "Best Tonic." The executive committee alone represents firms who spend annually over \$2,500,000 for their advertising.

Many wide-awake advertisers take the *Philadelphia Record* for the sake of the suggestions in Wanamaker's ad, which fills the last page. And they make no mistake.

The story that has been circulated that some mine owners from Colorado and Wyoming were contemplating making a gold statue of Miss Maude Adams, to be sent to the Paris Exposition, turns out to have been a mere creation of Miss Adams's advance agent, and is causing her considerable embarrassment. So says the *Peoria (Ill.) Star*. Just imagine the surgings of embarrassment.

## WANAMAKER'S, PAST AND PRESENT

The advertising of the John Wanamaker consolidated stores occupies three pages of the Philadelphia Record, April 3, 1899.

Thirty-eight years prior to that date was settled the contract for the building, far down Market Street, Philadelphia, in which this firm founded its business. That was their first year in the ready-made clothing business. The sales were \$24,000. The history of John Wanamaker's business is part of the history of Philadelphia. Not content with their success in the City of Brotherly Love, this firm made the old Stewart business in New York a part of its organization on the 16th of October, 1896. The location of the New York store, corner of 10th and Broadway, was considered to be very far down town, and many people believed that the location was fatal to success of retail trade. The first year's progress was difficult, but month by month improvements have been taking place in the store building, its appointments, and its stock, and now eight spacious floors are loaded with reliable goods, selected especially for New York sales.

The following figures will give a fair idea of the condition of the Wanamaker business at present:—

The floor space in use in the Philadelphia store is eighteen acres. There are six acres of outside warerooms besides.

The floor space in use in the New York store is very nearly ten acres, not counting eight acres of outside warerooms.

The space used by the two stores is almost equal to a fifty-acre farm.

Last December's census showed nearly 9,000 employees in the two stores.

There are in daily use for the two stores 492 horses and 177 wagons. There are fifty-five complete stores under each roof, all consolidated in one store. The store is not a corporation or trust, but an enterprise of individuals. There are no consigned stocks and no ownership outside of the firm.

All the articles sold are laid in at the period of the year when they can be produced at the lowest rates and at the points where they can be procured most advantageously. The store of each city has the personal daily and almost continual supervision of its founders.

The John Wanamaker advertising long ago became noted. Store news was made a feature, and it has always borne the impress of outright frankness.

What is worth advertising is worth advertising well.

## HAD THEM ALL "FIGGERIN'"

The drummer propounded the problem, and hurried to catch a train.

The drummer who sells tombstones and carries a side line of Apollinaris water stood with his back to the stove in the office of the National Hotel at Brighton, Mich. Zeph Scrawlins, the proprietor, sat a little way to the left, whistling "a smoke" from a two-ted plug of "Saving Grace" tobacco, and indiscriminately distributed about the room were Elder Smithson, Henry Thompson, the school teacher, a cattle buyer named Evans, Hank Thrush, and the hired man, George Townsend.

For half an hour the drummer had been entertaining the crowd with tales of actual experience, and he had got every one into an excellent humor, when he propounded a question and stated a problem that ever since has kept the village of Brighton in throes of anxiety and arithmetical worry.

"Here's one for you, Skates," began the drummer, as he drew his pocketbook from his left hip pocket and opened it to get the proposition right before he proceeded, for he had it all written down on a card.

"If a man sells a horse for \$50"—

"For \$50," repeated Hank Thrush, holding up the five fingers of his right hand to get things straight at the outset.

Everybody in the room leaned forward to listen. "For \$50," went on the tombstone drummer. "Yes, if a man sells a horse for \$50, then buys him back for \$40. Got that?"

"And buys him back for \$40," repeated Hanks, this time holding up four fingers on his other hand.

"Yes," went on the propounder of the problem, "and buys him back for \$40, then sells him for \$45. Got that?" Every one nodded. "How much would he make by the transaction?"

Henry Thompson, the school teacher, blurted out instantly, "Why, \$15, of course. Why don't you give us something hard!"

"No, he would n't, either," contradicted the drummer, "and I guess you'll find that hard enough for you. But I've got to hurry to get my train."

He grabbed the satchel that stood on the floor between his feet. "You fellows think that over, and give me the answer when I get back. I'll be here again in March." And like a shot he was off.

And now all Brighton is excited. Some say the man would make \$10, some say \$15, and others argue that he would lose, of course.

Already there have been nine fights, three arrests, and a robbery over the matter, and still no one agrees with anybody else. Hank Thrush says he will shoot the drummer on sight, so troubled in mind has he become over trouble to solve the problem.

What would be the loss or gain on such a transaction, any way?

To any one sending one dollar, with or without the proper answer to the above, the Ad Book will be sent for one year.

# A circular or a sample

put under the door or between the knob and the casing is pretty certain to get into the hands of the householder ; it surely will if addressed. We have correct lists of picked addresses—residence or business.

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## Owens & Varney

( The Advertisers )

Distributors, Bill Posters and Street-car  
Advertisers

Market and Tenth Sts.

'Phone 9 South

San Francisco

# THE MODERN HIGH ART ILLUSTRATORS OF THE PACIFIC COAST.



**CUTS**

FOR CATALOGUES,  
BOOKS, SOUVENIRS,  
NEWSPAPERS,  
LETTER-HEADS, ETC.  
COLOR WORK  
A SPECIALTY.

*Union* PHOTO-ENGRAVING CO.  
523 MARKET ST.  
SAN FRANCISCO, CAL.

PHONE MAIN 5303

## Publicity

Is the name of the popular English Monthly Magazine which succinctly places before its readers full and latest particulars of what cute advertisers are doing in all parts of the world. Articles on advertising by newspapers, magazines, cars, bill boards, distributing, menus, sandwichmen, signs, window displays, and all common sense forms of securing attention. Subscribers throughout Great Britain, America, Canada, India, Australia, and New Zealand. Fifty cents yearly.

Morison's Advertising Agency  
HULL, ENGLAND

## Printing done at Nevin's

means printing that will be a credit to your business, delivered as promised, and at prices as low as consistent with the use of right material and brainy help.

C. W. Nevin & Co.  
532 Commercial Street  
below Montgomery

To do good work at a fair price is aimed at and hit by the . . . . .

## MURDOCK PRESS

532 Clay Street

The AD BOOK is a sample of its output . . . . .

**PATRICK & CO.**  
RUBBER STAMPS  
STENCILS, SEALS, BRANDS, ETC.  
318 CALIFORNIA ST., SAN FRANCISCO.







